

Covid-19 Impact and Local Business Survey

Local Alternative Publication Report - May 2020

Response Counts



Total: 1,614

1. Are you 18 years of age or older?

| Value | Percent | Responses |
|-------|---------|---------------------|
| Yes | 100.0% | 1,561 |
| | | Total: 1,561 |

2. What local news sources are you using most now? (Check TOP THREE)

| Value | | Percent | Responses |
|-------------------------|--|---------|-----------|
| Local Newspaper | | 67.5% | 1,054 |
| Local Newspaper Website | | 51.6% | 806 |
| Local TV News | | 56.0% | 874 |
| National Broadcast News | | 60.2% | 939 |
| Local Radio | | 27.0% | 421 |
| Apple News | | 6.3% | 99 |
| Facebook | | 21.5% | 336 |
| Twitter | | 7.6% | 119 |
| Nextdoor | | 9.2% | 144 |
| Other | | 21.9% | 342 |

3. What is your most trusted source for news now? (Check ONE only)

| Value | | Percent | Responses |
|-------------------------|--|---------|---------------------|
| Local Newspaper | | 21.9% | 342 |
| Local Newspaper Website | | 14.3% | 224 |
| Local TV News | | 11.4% | 178 |
| National Broadcast News | | 25.5% | 398 |
| Local Radio | | 4.1% | 64 |
| Apple News | | 1.3% | 20 |
| Facebook | | 0.7% | 11 |
| Twitter | | 0.3% | 5 |
| Other | | 20.4% | 319 |
| | | | Total: 1,561 |




4. What news and information is most important to you now? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Daily updates on most important local Covid-19 facts | | 82.8% | 1,292 |
| Weekly updates on Covid-19 impact on our community | | 40.2% | 628 |
| Local resources available to our community to lessen impact of Covid-19 | | 67.6% | 1,056 |
| Personal stories on the impact of Covid-19 on households | | 31.3% | 489 |
| Stories on the impact of Covid-19 on employment and local economy | | 58.3% | 910 |
| Online services being offered in the community | | 45.6% | 712 |
| Unemployment resources for persons laid off | | 23.6% | 368 |
| Assistance resources available for local businesses | | 26.8% | 419 |
| Other | | 9.8% | 153 |


5. What information would you like to see from local businesses? (Check all that apply.)

| Value | | Percent | Responses |
|---------------------------------|--|---------|-----------|
| General status of the business | | 71.5% | 1,116 |
| New hours | | 66.9% | 1,044 |
| Services that are being offered | | 81.1% | 1,266 |
| New services being offered | | 60.6% | 946 |
| Online services being offered | | 65.0% | 1,015 |
| Employment needs | | 26.3% | 410 |
| Other | | 4.5% | 71 |

6. Which of the following have you or any members of your household done in the past 24 HOURS?

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Listened to Local Radio |  | 53.5% | 835 |
| Watched Local Television |  | 71.4% | 1,114 |
| None of the above / Does not apply |  | 12.9% | 201 |













7. Have you or any member of your household read the local newspaper in the past WEEK?

| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 100.0% | 1,561 |
| | | | Total: 1,561 |









8. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

| Value | | Percent | Responses |
|---------------------------------------|--|---------|-----------|
| National Daily Newspaper | | 48.9% | 790 |
| Local Daily Newspaper | | 90.0% | 1,452 |
| Local Paid Weekly Community Newspaper | | 20.8% | 335 |
| Local Free Weekly Print Publication | | 44.2% | 713 |
| Local Alternative Publication | | 100.0% | 1,614 |
| Local City or Regional Magazine | | 38.5% | 622 |
| Local Specialty Publication | | 23.8% | 384 |
| Local Business Publication | | 21.3% | 343 |
| Local Ethnic Publication | | 5.3% | 85 |
| Local Parenting Publication | | 3.2% | 52 |
| Local Senior Publication | | 15.6% | 252 |

9. Which of the following AUTOMOTIVE SERVICE BUSINESSES do you or the members of your household plan to shop at in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Auto Body Shop |  | 6.8% | 109 |
| Auto Detailing Shop |  | 6.5% | 105 |
| Auto Glass Repair Shop |  | 4.5% | 73 |
| Oil Change Station |  | 40.0% | 645 |
| Auto Parts Store |  | 16.7% | 269 |
| Auto Repair Shop |  | 32.2% | 519 |
| New Vehicle Dealership |  | 11.5% | 185 |
| Used Vehicle Dealership |  | 5.2% | 84 |
| Recreation Vehicle (RV) Dealership |  | 1.9% | 31 |
| RV or Camper Repair |  | 1.9% | 31 |
| Tire Store |  | 18.3% | 296 |
| None of the above / Does not apply |  | 24.3% | 393 |







10. Which of the following FARM EQUIPMENT and AGRICULTURE BUSINESSES do you or the members of your household plan to shop at in the NEXT 3 MONTHS?
 (Check all that apply.)

| Value | | Percent | Responses |
|---------------------------------------|---|---------|-----------|
| New Farm Equipment Dealer |  | 1.5% | 25 |
| Used Farm Equipment Dealer |  | 1.5% | 24 |
| Farm Truck and Tractor Repair Shop |  | 2.5% | 40 |
| Agriculture Farm Supply Store |  | 13.3% | 215 |
| Agricultural Service |  | 3.0% | 49 |
| Farming Structure Building Contractor |  | 0.7% | 11 |
| Animal Feed Store |  | 13.3% | 215 |
| None of the above / Does not apply |  | 77.3% | 1,248 |

11. Which of the following SPECIALTY FOOD BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Bakery | | 60.7% | 980 |
| Ethnic Food Restaurant | | 56.4% | 911 |
| Liquor Store | | 43.2% | 698 |
| Wine Shop | | 28.3% | 457 |
| None of the above / Does not apply | | 15.2% | 246 |










12. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Health Food Store |  | 20.9% | 338 |
| Farmers Market |  | 43.9% | 708 |
| Grocery Store (Co-op) |  | 37.1% | 598 |
| Grocery Store (Neighborhood/Local/Mom & Pop) |  | 75.7% | 1,222 |
| Specialty Food Market |  | 30.4% | 490 |
| None of the above / Does not apply |  | 5.7% | 92 |



13. Which of the following types of BEAUTY and SPA BUSINESSES do you or the members of your household plan to shop at or use the services of in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Barbershop | | 52.1% | 841 |
| Day Spa | | 8.6% | 139 |
| Nail Salon | | 23.0% | 372 |
| None of the above / Does not apply | | 36.6% | 590 |

14. Which of the following types of SPORTING and RECREATION BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bicycle Shop |  | 9.6% | 155 |
| Bicycle Repair Shop |  | 12.8% | 206 |
| Bicycle Rental Service |  | 1.5% | 24 |
| Golf Course |  | 13.8% | 222 |
| Gun Shooting Range |  | 6.4% | 104 |
| Gun Store |  | 6.2% | 100 |
| New Sporting Goods Store |  | 21.2% | 342 |
| Used Sporting Goods Store |  | 5.7% | 92 |
| None of the above / Does not apply |  | 56.0% | 904 |






15. Which of the following types of EVENT PLANNING BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Catering Service |  | 6.5% | 105 |
| None of the above / Does not apply |  | 93.5% | 1,509 |







16. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 3 MONTHS?
 (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Continuing Education Courses | | 19.0% | 307 |
| Community College | | 10.7% | 172 |
| Tutoring Center | | 1.4% | 22 |
| Private Tutor | | 3.0% | 49 |
| None of the above / Does not apply | | 74.2% | 1,197 |








17. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bank |  | 24.1% | 389 |
| Credit Union |  | 19.8% | 319 |
| Financial Advisor |  | 14.4% | 233 |
| Stockbroker |  | 5.1% | 82 |
| None of the above / Does not apply |  | 62.7% | 1,012 |





18. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Credit Repair Service |  | 1.5% | 24 |
| Debt Consolidation Company |  | 2.5% | 41 |
| Payday Loan Company |  | 0.7% | 11 |
| Tax Return Service |  | 21.4% | 346 |
| Title Loan Company |  | 2.6% | 42 |
| None of the above / Does not apply |  | 75.3% | 1,215 |

19. Which of the following types of HEALTH and MEDICAL PRACTITIONERS do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Chiropractor |  | 7.1% | 115 |
| Dentist |  | 28.6% | 461 |
| General Practitioner |  | 16.4% | 265 |
| Family Practitioner |  | 15.9% | 257 |
| Optometrist |  | 14.3% | 230 |
| Pediatrician |  | 2.0% | 32 |
| None of the above / Does not apply |  | 58.6% | 945 |















20. Which of the following types of HEALTH and MEDICAL FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Dental Clinic |  | 12.3% | 199 |
| Hospital |  | 3.0% | 49 |
| Medical Clinic |  | 11.0% | 178 |
| None of the above / Does not apply |  | 81.5% | 1,316 |



21. Which of the following types of HEALTH and MEDICAL PRACTITIONERS do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Cardiologist | | 17.0% | 274 |
| Mental Health Provider | | 12.5% | 201 |
| Denture or Implant Specialist | | 10.6% | 171 |
| Ear, Nose & Throat Doctor | | 9.5% | 153 |
| Home Health Care Provider | | 2.7% | 44 |
| Internal Medicine Doctor | | 34.8% | 561 |
| Nutritionist or Dietician | | 3.3% | 54 |
| Physical Therapist | | 14.1% | 227 |
| Psychiatrist | | 3.8% | 62 |
| None of the above / Does not apply | | 39.2% | 633 |















22. Which of the following types of HEALTH and MEDICAL FACILITIES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Alcoholism Treatment Program |  | 0.7% | 11 |
| Hearing Aid Center |  | 11.2% | 181 |
| Hospice Care Provider |  | 0.9% | 15 |
| Laboratory or Medical Testing Facility |  | 28.4% | 459 |
| Medical Marijuana Dispensary |  | 6.4% | 104 |
| Medical Spa |  | 1.3% | 21 |
| Mental Health Clinic |  | 3.5% | 57 |
| Medical Supply Store |  | 5.5% | 89 |
| Pain Clinic |  | 4.6% | 75 |
| Rehabilitation Clinic |  | 2.3% | 37 |
| Sleep Disorder Clinic |  | 2.7% | 43 |
| Urgent Care Clinic |  | 5.1% | 83 |
| Walk-In Clinic |  | 5.9% | 96 |
| None of the above / Does not apply |  | 52.4% | 846 |






23. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Taxi Service |  | 8.1% | 131 |
| None of the above / Does not apply |  | 91.9% | 1,483 |

24. Which of the following types of LOCAL SERVICE BUSINESSES do you or the members of your household plan to shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Bottled Water Delivery Service |  | 3.5% | 56 |
| Courier or Delivery Service |  | 17.0% | 275 |
| Cremation Service Provider |  | 1.2% | 20 |
| Dry Cleaning or Laundry Service |  | 26.1% | 422 |
| Electronics Repair Shop |  | 4.7% | 76 |
| Funeral Service Provider |  | 1.7% | 27 |
| Information Technology (IT) Service |  | 8.0% | 129 |
| Marriage Counselor |  | 1.3% | 21 |
| Moving Truck Rental Company |  | 2.5% | 40 |
| Mobile or Cell Phone Repair Shop |  | 7.4% | 119 |
| Propane Dealer |  | 12.1% | 196 |
| Self-Storage Facility |  | 9.7% | 157 |
| Sewing and Alterations Shop |  | 9.5% | 154 |
| Small Engine Repair Shop |  | 5.3% | 86 |
| Shipping Center |  | 23.9% | 385 |
| None of the above / Does not apply |  | 35.5% | 573 |





25. Which of the following types of COMMUNITY/STATE SERVICES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Charity or Philanthropic Organization |  | 20.3% | 327 |
| Church |  | 37.1% | 598 |
| Community Organization |  | 18.0% | 291 |
| Community Service or Non-Profit Organization |  | 29.1% | 470 |
| None of the above / Does not apply |  | 42.7% | 689 |















26. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Electrician | | 10.7% | 173 |
| Painting Contractor | | 10.9% | 176 |
| Plumber or Plumbing Contractor | | 12.4% | 200 |
| None of the above / Does not apply | | 76.1% | 1,229 |

27. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Air Duct Cleaning Service |  | 5.3% | 85 |
| Concrete Contractor |  | 4.0% | 65 |
| Furnace Contractor |  | 3.8% | 61 |
| General Contractor |  | 8.3% | 134 |
| Handyman |  | 27.4% | 443 |
| Heating & Air Conditioning Service |  | 19.9% | 321 |
| Home Security Company |  | 2.5% | 41 |
| Junk Removal or Hauling Service |  | 7.6% | 122 |
| Kitchen or Bath Remodeling Company |  | 5.0% | 81 |
| Landscaping Service |  | 27.9% | 450 |
| Mover or Moving Company |  | 2.3% | 37 |
| New Home Builder |  | 0.5% | 8 |
| Remodeling Contractor |  | 5.2% | 84 |
| Roofing Contractor |  | 4.6% | 75 |
| Septic Tank Contractor |  | 3.2% | 51 |
| None of the above / Does not apply |  | 36.4% | 588 |



28. Which of the following types of HOME SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Carpet Cleaning Service |  | 15.7% | 254 |
| Fuel or Oil Home Heating Service |  | 3.3% | 54 |
| Furnace Cleaning Service |  | 5.6% | 90 |
| Home Theater Installation Service |  | 0.8% | 13 |
| Home Gardening Service |  | 13.9% | 225 |
| House Cleaning Service |  | 20.9% | 337 |
| Landscaper |  | 16.9% | 273 |
| Pest Control Service or Exterminator |  | 15.9% | 256 |
| Pool Cleaning Service |  | 3.4% | 55 |
| Shades & Blinds Installation Service |  | 4.7% | 76 |
| Television or Internet Service Provider |  | 23.5% | 379 |
| Water Treatment Supply & Service |  | 2.4% | 38 |
| Window & Door Installation Service |  | 4.4% | 71 |
| None of the above / Does not apply |  | 34.4% | 555 |




29. Which of the following SENIOR CITIZEN related BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| 55+ Housing Community | | 4.2% | 68 |
| Adult Day Care | | 1.1% | 17 |
| Assisted Living Facility | | 2.0% | 32 |
| Nursing Home | | 1.0% | 16 |
| Respite Relief Provider | | 0.8% | 13 |
| Retirement Counselor | | 1.6% | 26 |
| Retirement Home | | 1.1% | 17 |
| Senior Center | | 8.7% | 141 |
| None of the above / Does not apply | | 84.8% | 1,368 |









30. Which of the following CHILD related BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Childcare or Daycare |  | 2.5% | 40 |
| None of the above / Does not apply |  | 97.5% | 1,574 |




31. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the NEXT 3 MONTHS? (Check all that apply.)

| Value |  | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Children's Clothing Store |  | 9.6% | 155 |
| None of the above / Does not apply |  | 90.4% | 1,459 |







32. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop at, use or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Animal Daycare |  | 4.8% | 78 |
| Animal Shelter |  | 3.7% | 60 |
| Bird Seed Store |  | 12.5% | 201 |
| Pet Groomer |  | 15.1% | 244 |
| Pet Sitter |  | 5.4% | 87 |
| Pet Store |  | 29.1% | 470 |
| Veterinarian |  | 37.3% | 602 |
| None of the above / Does not apply |  | 44.5% | 718 |

33. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Realtor |  | 5.3% | 86 |
| Real Estate Brokerage Firm |  | 1.9% | 31 |
| None of the above / Does not apply |  | 93.9% | 1,516 |






















34. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)











| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Apartment Rental Agency |  | 2.8% | 45 |
| Estate Liquidator |  | 0.8% | 13 |
| Mortgage Banker |  | 4.2% | 67 |
| Mortgage Broker |  | 3.8% | 62 |
| Real Estate Appraiser |  | 4.5% | 72 |
| None of the above / Does not apply |  | 88.8% | 1,433 |

35. Which of the following types of RESTAURANTS do you or the members of your household plan to use in the NEXT 30 DAYS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Fast Food Restaurant | | 46.7% | 753 |
| Family Style Restaurant | | 52.2% | 843 |
| Food Cart / Food Truck | | 20.1% | 325 |
| Fine Dining Restaurant | | 31.6% | 510 |
| Restaurant with Lounge or Bar | | 29.8% | 481 |
| Pizza Restaurant | | 54.6% | 881 |
| None of the above / Does not apply | | 19.0% | 306 |

36. Which of the following types of GENERAL RETAIL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)



















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Art Supply Store |  | 18.8% | 304 |
| Consignment Shop |  | 17.0% | 275 |
| Craft Supply Store |  | 24.6% | 397 |
| Bookstore |  | 45.9% | 741 |
| Christian Book Store |  | 4.3% | 69 |
| Computer Store |  | 11.5% | 186 |
| Department Store |  | 44.6% | 720 |
| Discount Store |  | 38.2% | 617 |
| Drugstore or Pharmacy |  | 72.7% | 1,173 |
| Equipment Rental Store |  | 4.5% | 72 |
| Fabric Store |  | 16.6% | 268 |
| Florist |  | 9.0% | 146 |
| Gift Shop |  | 10.5% | 170 |
| Gun Shop |  | 5.9% | 95 |
| Hobby Shop |  | 12.5% | 201 |
| Marijuana Dispensary |  | 12.9% | 208 |
| Mobile Phone Store |  | 12.8% | 207 |
| Shopping Center |  | 33.8% | 545 |
| Thrift Store |  | 31.8% | 513 |
| Wholesale, Warehouse or Club Store |  | 45.6% | 736 |
| Yarn Store |  | 6.0% | 97 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Yard Equipment Store |  | 15.4% | 249 |
| Vitamin or Supplement Store |  | 14.1% | 227 |
| None of the above / Does not apply |  | 5.5% | 88 |
| Gold/Silver/Precious Metal Dealer |  | 1.9% | 30 |
| Military Surplus Store |  | 2.3% | 37 |
| Monument or Memorial Company |  | 1.3% | 21 |
| Pawn Shop |  | 1.7% | 28 |
| Religious Supply or Gift Shop |  | 2.9% | 46 |
| Survival Store |  | 1.7% | 27 |
| Security Service |  | 1.5% | 24 |

37. What services do you plan to use from local restaurants over the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Home delivery with fee | | 29.4% | 474 |
| Free delivery | | 39.6% | 639 |
| Drive-thru | | 53.8% | 869 |
| Carryout | | 67.6% | 1,091 |
| Curbside carryout | | 61.6% | 995 |
| Other | | 2.6% | 42 |
| None of the above / Does not apply | | 9.4% | 152 |

38. Which of the following types of RETAIL HOME PRODUCT BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Building Supply Store or Lumber Yard |  | 44.4% | 717 |
| Carpet Store |  | 3.2% | 52 |
| Fireplace, Wood Stove or Barbeque Store |  | 4.5% | 73 |
| Flooring Store |  | 5.7% | 92 |
| Furniture Store |  | 10.6% | 171 |
| Hardware Store |  | 54.3% | 877 |
| Home & Garden Center |  | 63.8% | 1,029 |
| Home Decor Store |  | 10.7% | 173 |
| Hot Tub or Spa Dealer |  | 2.4% | 38 |
| Major Appliance Store |  | 7.0% | 113 |
| Mattress or Bedding Store |  | 6.2% | 100 |
| Outdoor Furniture Store |  | 6.1% | 99 |
| Plant Nursery & Garden Supply Store |  | 47.2% | 762 |
| Paint Store |  | 16.1% | 260 |
| Tool Rental Center |  | 3.7% | 60 |
| TV & Appliance Store |  | 4.8% | 77 |
| Vacuum Store |  | 2.4% | 38 |
| None of the above / Does not apply |  | 12.8% | 206 |




39. Which of the following types of RETAIL APPAREL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Clothing Accessory Store | | 14.3% | 231 |
| Clothing Store | | 51.2% | 826 |
| Eyewear & Opticians Store | | 23.7% | 383 |
| Jewelry Store | | 4.3% | 70 |
| Shoe Store | | 32.1% | 518 |
| None of the above / Does not apply | | 34.0% | 548 |

40. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Accountant or CPA | | 8.6% | 138 |
| Insurance Agency | | 7.1% | 115 |
| Legal Firm or Attorney | | 7.1% | 114 |
| Tax Advisor | | 5.9% | 95 |
| None of the above / Does not apply | | 79.7% | 1,287 |

41. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Employment or Staffing Agency |  | 4.0% | 65 |
| Life Coach |  | 2.0% | 32 |
| None of the above / Does not apply |  | 94.6% | 1,527 |


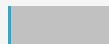






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Purchase New Class A RV | | 0.6% | 10 |
| Purchase New Class B RV | | 0.3% | 5 |
| Purchase New Class C RV | | 0.4% | 7 |
| Purchase New Travel Trailer or 5th Wheel | | 0.6% | 10 |
| Purchase New Camper Shell | | 0.3% | 5 |
| Purchase Used Class A RV | | 0.5% | 8 |
| Purchase Used Class B RV | | 0.4% | 6 |
| Purchase Used Class C RV | | 0.5% | 8 |
| Purchase Used Travel Trailer or 5th wheel | | 0.6% | 10 |
| Purchase Used Camper Shell | | 0.5% | 8 |
| None of the above / Does not apply | | 97.8% | 1,578 |

43. Which of the following VEHICLE PURCHASING plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)






















| Value | | Percent | Responses |
|---|--|---------|-----------|
| New Car | | 2.9% | 47 |
| New Luxury Vehicle - Under \$50,000 | | 0.4% | 6 |
| New Luxury Vehicle - \$50,000 - \$75,000 | | 0.8% | 13 |
| New Luxury Vehicle - Over \$75,000 | | 0.2% | 4 |
| New Van | | 0.6% | 9 |
| New Minivan | | 0.4% | 6 |
| New SUV | | 2.3% | 37 |
| New Truck | | 1.1% | 18 |
| New Hybrid or Electric Vehicle | | 1.4% | 23 |
| Used Car | | 4.5% | 72 |
| Used Luxury Vehicle - Under \$30,000 | | 1.0% | 16 |
| Used Luxury Vehicle - \$30,000 - \$50,000 | | 0.6% | 9 |
| Used Luxury Vehicle - Over \$50,000 | | 0.2% | 3 |
| Used Van | | 0.9% | 14 |
| Used Minivan | | 0.6% | 9 |
| Used SUV | | 2.5% | 40 |
| Used Truck | | 2.2% | 35 |
| Used Hybrid or Electric Vehicle | | 1.2% | 20 |
| None of the above / Does not apply | | 85.7% | 1,383 |

44. What size of vehicle are you or members of your household considering?

| Value | | Percent | Responses |
|-----------------------------|---|---------|-----------|
| Compact car |  | 2.5% | 41 |
| Full-size car |  | 1.7% | 28 |
| Luxury vehicle (any size) |  | 0.8% | 13 |
| Midsized car |  | 2.6% | 42 |
| Pickup truck |  | 3.0% | 48 |
| Sport utility vehicle (SUV) |  | 7.8% | 126 |
| Van or minivan |  | 1.4% | 22 |
| None of the above |  | 80.2% | 1,294 |



Total: 1,614

45. If your household is planning on purchasing a new or used vehicle in the NEXT 3 MONTHS, which of the following brands will you look at purchasing? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Chevrolet |  | 5.1% | 83 |
| Ford |  | 5.4% | 87 |
| Honda |  | 5.6% | 91 |
| Hyundai |  | 3.2% | 51 |
| Nissan |  | 3.2% | 51 |
| Subaru |  | 6.1% | 98 |
| Toyota |  | 7.8% | 126 |
| None of the above / Does not apply |  | 78.6% | 1,268 |
| Acura |  | 1.4% | 23 |
| Audi |  | 1.5% | 24 |
| BMW |  | 1.6% | 26 |
| Buick |  | 1.5% | 24 |
| Cadillac |  | 1.2% | 20 |
| Chrysler |  | 0.9% | 14 |
| Dodge |  | 2.9% | 46 |
| Fiat |  | 0.5% | 8 |
| GMC |  | 2.7% | 43 |
| Infiniti |  | 0.7% | 11 |
| Jeep |  | 1.8% | 29 |
| Kia |  | 1.9% | 30 |
| Land Rover |  | 0.8% | 13 |

| Value | | Percent | Responses |
|---------------|--|---------|-----------|
| Lexus | | 1.5% | 24 |
| Lincoln | | 1.1% | 18 |
| Mazda | | 1.5% | 25 |
| Mercedes-Benz | | 1.2% | 20 |
| Mini | | 0.7% | 11 |
| Mitsubishi | | 0.6% | 10 |
| Porsche | | 0.7% | 12 |
| Saab | | 0.2% | 4 |
| Scion | | 0.4% | 6 |
| Suzuki | | 0.2% | 4 |
| Tesla | | 1.5% | 24 |
| Volkswagen | | 1.9% | 31 |
| Volvo | | 2.0% | 33 |

46. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing an ad in the local newspaper or publication?

| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 5.1% | 82 |
| No |  | 94.9% | 1,532 |















Total: 1,614

47. Do you or anyone in your household plan to buy any of these ELECTRONIC/SMART ITEMS in the NEXT 3 MONTHS? (Check all that apply.)







| Value | | Percent | Responses |
|---|--|---------|-----------|
| Office Equipment | | 10.6% | 171 |
| Printer | | 6.5% | 105 |
| Ink or Printer Cartridges | | 43.9% | 708 |
| Wi-Fi for Home | | 4.2% | 68 |
| Headphones | | 10.2% | 164 |
| Portable Speakers | | 3.3% | 54 |
| Wireless Speakers | | 3.4% | 55 |
| Smartphone Charger | | 6.2% | 100 |
| Smartwatch | | 3.0% | 48 |
| Phone or Tablet Controlled Home Tech Products | | 3.7% | 59 |
| Noise Canceling Headphones | | 4.2% | 67 |
| Healthcare Device | | 3.5% | 57 |
| Surge Protector | | 4.5% | 72 |
| Assistive Technology for Hearing | | 3.1% | 50 |
| Batteries for Electronics | | 35.8% | 578 |
| None of the above / Does not apply | | 34.8% | 562 |
| Home Theater System | | 1.4% | 22 |
| GPS Device (Handheld or In-Vehicle) | | 2.0% | 33 |
| Satellite Radio | | 2.0% | 32 |
| Satellite TV System | | 0.8% | 13 |
| Stereo System (Home) | | 1.3% | 21 |
| Phone Calling Card | | 1.7% | 28 |

| Value | | Percent | Responses |
|-------------------------|--|---------|-----------|
| Compact/Mini Projector | | 1.0% | 16 |
| Wearable Electronics | | 1.6% | 26 |
| Aerial Drone | | 1.5% | 25 |
| ShortWave Radio | | 0.7% | 12 |
| Wireless Hotspot | | 2.5% | 40 |
| Virtual Reality Headset | | 0.9% | 14 |
| Smart Sports Equipment | | 0.3% | 5 |





















48. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Camera (Digital) - Point and Shoot |  | 1.2% | 20 |
| Camera (Digital) SLR |  | 2.0% | 33 |
| Camera Accessories or Supplies |  | 2.7% | 44 |
| Camera Lens |  | 2.4% | 38 |
| Computer Accessories |  | 5.8% | 94 |
| Computer Software |  | 4.5% | 72 |
| E-Reader (Kindle or Similar) |  | 1.8% | 29 |
| Tablet (iPad or Similar) |  | 6.3% | 101 |
| Personal Computer |  | 2.8% | 45 |
| Laptop Computer |  | 8.4% | 135 |
| TiVo or DVR |  | 1.0% | 16 |
| 4K Ultra HD TV |  | 3.0% | 48 |
| Smart TV |  | 4.6% | 75 |
| None of the above / Does not apply |  | 74.1% | 1,196 |















49. Which of the following types of phones do you and the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Smartphone |  | 13.1% | 212 |
| Conventional Cell Phone |  | 4.2% | 68 |
| Prepaid Cell Phone |  | 1.3% | 21 |
| Unlocked Cell Phone |  | 2.4% | 38 |
| Large-Screen Smartphone |  | 2.2% | 36 |
| None of the above / Does not apply |  | 81.8% | 1,320 |






















50. Which of the following JEWELRY PRODUCTS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Anniversary Jewelry |  | 2.5% | 41 |
| Necklaces |  | 2.9% | 47 |
| Engagement Rings |  | 0.5% | 8 |
| Wedding Rings |  | 1.0% | 16 |
| Rings (Other) |  | 2.9% | 47 |
| Earrings |  | 6.8% | 109 |
| Pendants |  | 1.5% | 24 |
| Celtic Jewelry |  | 1.7% | 27 |
| Diamond Jewelry |  | 1.7% | 27 |
| Silver Jewelry |  | 2.8% | 45 |
| Gemstone Jewelry |  | 1.9% | 31 |
| Pearl Jewelry |  | 0.9% | 14 |
| Men's Jewelry |  | 1.0% | 16 |
| Costume Jewelry |  | 3.7% | 59 |
| Designer Jewelry |  | 1.5% | 25 |
| Jewelry Box or Organizer |  | 1.1% | 18 |
| Men's High-End Watch |  | 0.7% | 12 |
| Women's Watch |  | 1.2% | 19 |
| Women's Jewelry |  | 4.1% | 66 |
| None of the above / Does not apply |  | 83.8% | 1,352 |



















51. Which of the following types of INSURANCE SERVICES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Auto Insurance |  | 8.3% | 134 |
| Crop Insurance |  | 0.2% | 3 |
| Dental Insurance |  | 2.4% | 39 |
| Disability Insurance |  | 0.6% | 10 |
| Homeowner Insurance |  | 6.1% | 99 |
| Life Insurance |  | 3.0% | 49 |
| Medical (Health) Insurance |  | 2.4% | 38 |
| Medicare |  | 2.1% | 34 |
| Long Term Care Insurance |  | 1.0% | 16 |
| Pet Insurance |  | 1.7% | 27 |
| Renters Insurance |  | 1.9% | 30 |
| Agriculture Insurance |  | 0.7% | 11 |
| Professional Liability Insurance |  | 1.2% | 19 |
| None of the above / Does not apply |  | 84.2% | 1,359 |

52. Which of the following MEDICAL SERVICE PROVIDERS do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Acupuncture |  | 3.3% | 53 |
| Chiropractor |  | 4.1% | 66 |
| Family Practice Doctor |  | 6.6% | 107 |
| Optometrist |  | 4.7% | 76 |
| Primary Care Provider |  | 7.7% | 124 |
| Drugstore or Pharmacy |  | 7.0% | 113 |
| None of the above / Does not apply |  | 76.1% | 1,229 |
| Audiologist |  | 2.0% | 32 |
| Counseling & Mental Health Specialist |  | 2.1% | 34 |
| Geriatric Specialist |  | 0.7% | 12 |
| Home Healthcare |  | 0.6% | 10 |
| Hospital |  | 1.0% | 16 |
| Medical Clinic |  | 2.7% | 44 |
| Pediatric Dentist |  | 0.3% | 5 |
| Pediatrician |  | 0.4% | 6 |
| Wellness Business |  | 1.1% | 18 |
| Substance Abuse Treatment Provider |  | 0.2% | 4 |
| Weight Loss Service |  | 1.5% | 24 |
| Alternative Care Provider |  | 2.2% | 35 |
| Physical Therapy or Rehabilitation service provider |  | 2.5% | 41 |
| Hearing Aid Center |  | 2.2% | 35 |






















53. Which of the following TYPES of LEGAL SERVICE PROVIDERS do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)
























| Value | | Percent | Responses |
|--|--|---------|-----------|
| Accident, Personal Injury & Property Damage Attorney |  | 1.2% | 19 |
| Bankruptcy Attorney |  | 0.7% | 12 |
| Banking, Partnership & Business Law Attorney |  | 2.3% | 37 |
| Child Support Attorney |  | 0.6% | 9 |
| Criminal Law Attorney |  | 0.3% | 5 |
| Disability & Social Security Attorney |  | 0.9% | 14 |
| Divorce & Family Law Attorney |  | 0.9% | 15 |
| DWI, DUI, OWI, OUI Attorney |  | 0.3% | 5 |
| Employment Discrimination or Labor Issues Attorney |  | 0.7% | 12 |
| General Practice Attorney |  | 2.4% | 38 |
| Intellectual Property Attorney |  | 0.5% | 8 |
| Malpractice Attorney |  | 0.4% | 6 |
| Patent, Trademark & Copyright Attorney |  | 0.7% | 11 |
| Probate Attorney |  | 1.2% | 20 |
| Real Estate Attorney |  | 3.3% | 53 |
| Taxation Attorney |  | 1.3% | 21 |
| Wills, Trusts & Estates Attorney |  | 17.5% | 283 |
| None of the above / Does not apply |  | 75.5% | 1,219 |



















54. Which of the following DENTAL procedures do you or the members of your household have planned in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Dental Checkup | | 50.6% | 816 |
| Teeth Cleaning | | 47.4% | 765 |
| Cavity Filling | | 8.5% | 137 |
| Crown | | 8.7% | 140 |
| Oral Surgery | | 2.9% | 46 |
| Braces | | 2.9% | 46 |
| Composite Bonding | | 1.1% | 18 |
| Dental Implants | | 6.0% | 97 |
| Dental Veneers | | 0.4% | 7 |
| Dentures | | 2.6% | 42 |
| Full Mouth Reconstruction | | 0.7% | 11 |
| Inlays or Onlays | | 0.9% | 14 |
| Smile Makeover | | 0.6% | 10 |
| Teeth Whitening | | 2.5% | 41 |
| None of the above / Does not apply | | 23.9% | 385 |












55. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the NEXT 3 MONTHS?
(Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Fill Medical Prescriptions |  | 49.7% | 802 |
| Purchase Medical Supplies or Equipment for Home |  | 3.1% | 50 |
| Purchase Health Related Products |  | 11.5% | 185 |
| Use Physical Rehabilitation Services |  | 4.5% | 72 |
| Purchase Health and Wellness Supplements |  | 21.1% | 340 |
| Receive Treatment for Back Pain |  | 6.8% | 109 |
| Have an Eye/Vision Exam |  | 31.4% | 507 |
| Purchase Prescription Eyeglasses |  | 17.8% | 287 |
| Purchase Prescription Contact Lenses |  | 4.8% | 77 |
| Have an Annual Physical or Checkup |  | 31.4% | 506 |
| Have X-Rays Taken |  | 4.6% | 75 |
| Have a Scheduled Surgery |  | 4.3% | 69 |
| Have Blood Drawn for Testing |  | 29.1% | 470 |
| Plan to Visit a Hospital for any Medical Service or Procedure |  | 7.1% | 115 |
| Have Foot Problems Diagnosed or Treated |  | 6.2% | 100 |
| Senior Travel |  | 4.8% | 77 |
| Receive Treatment for a Sleep Disorder |  | 3.3% | 53 |
| Purchase Allergy Medications |  | 15.7% | 254 |
| Use Personal Trainer or Instructor |  | 5.6% | 91 |
| Cardiovascular Treatment |  | 5.9% | 96 |
| Cancer Treatment |  | 4.0% | 64 |









| Value | | Percent | Responses |
|--|---|---------|-----------|
| Chiropractic Care |  | 11.9% | 192 |
| Do Corrective Exercises |  | 7.7% | 125 |
| Purchase Diabetes Testing Supplies |  | 5.6% | 90 |
| Get Vaccinations at Drug Store or Pharmacy |  | 10.1% | 163 |
| Discretionary Health Care and Wellness Services and Products |  | 7.3% | 118 |
| Purchase Marijuana |  | 8.4% | 136 |
| Purchase Vitamins |  | 41.1% | 664 |
| Have Acupuncture |  | 5.8% | 93 |
| Purchase Hemp Based Supplements |  | 5.9% | 96 |
| Purchase Anti Anxiety Medication or Supplements |  | 7.2% | 117 |
| None of the above / Does not apply |  | 16.6% | 268 |
| Purchase Elder Care-Related Products or Services |  | 1.8% | 29 |
| Find Home for Aging Parent |  | 0.9% | 14 |
| Participate in a Medical Study |  | 2.2% | 35 |
| Stop Smoking |  | 1.0% | 16 |
| Purchase a Mobility Device |  | 0.4% | 7 |
| Receive Treatment for Vehicle or Workplace Injury |  | 0.9% | 14 |
| Handicap Accessible Products |  | 1.5% | 25 |
| Purchase Orthopedic Shoes |  | 1.9% | 30 |
| Purchase Home Medical Testing Equipment or Supplies |  | 1.7% | 28 |
| Hire a Personal Care Assistant |  | 0.6% | 10 |
| Hire a Caregiver or Respite Worker |  | 1.0% | 16 |
| Purchase "Aging in Place" Products |  | 1.7% | 27 |

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Purchase a Medical Alert Service |  | 0.8% | 13 |
| Have Safety Bars Installed in Bathroom |  | 1.5% | 24 |
| Stroke Treatment |  | 0.4% | 6 |
| Orthopaedic or Knee Surgery |  | 1.8% | 29 |
| Memory or Alzheimer's Care |  | 1.1% | 17 |
| Nutritional Counseling |  | 1.7% | 28 |
| Spinal and Postural Screening |  | 1.1% | 17 |
| Physiotherapy |  | 2.3% | 37 |
| Receive Treatment for Substance Abuse |  | 0.4% | 7 |
| Purchase Blood Pressure Monitoring Device |  | 2.3% | 37 |
| Receive Aquatic Therapy |  | 1.5% | 25 |
| Join a Weight Loss Group |  | 1.4% | 23 |
| Purchase Weight Loss Supplements |  | 1.3% | 21 |
| Purchase Weight Loss Food Plan |  | 0.7% | 12 |
| Have Reflexology Treatment |  | 1.2% | 19 |
| Hire a Weight Loss Professional |  | 0.7% | 12 |
| Have Cataract Surgery |  | 2.0% | 32 |
| Receive Treatment for PTSD |  | 1.7% | 28 |










56. Which of the following HEARING SERVICES, PRODUCTS and PLANS do you or any members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Purchase Phones for Loss of Sight or Hearing |  | 0.4% | 6 |
| Purchase a "In-the-Ear" Hearing Aid |  | 1.2% | 19 |
| Purchase a "Mini Behind-the-Ear" Hearing Aid |  | 0.8% | 13 |
| Purchase a Digital Hearing Aid |  | 1.3% | 21 |
| Purchase a "Behind-the-Ear" Hearing Aid |  | 1.0% | 16 |
| Purchase Hearing Aid Cleaning Supplies |  | 1.9% | 31 |
| Purchase Hearing Aid Batteries |  | 6.4% | 103 |
| Purchase a "In-the-Canal" Hearing Aid |  | 0.9% | 15 |
| Purchase a Analog Hearing Aid |  | 0.4% | 7 |
| Have a Hearing Exam |  | 9.8% | 158 |
| None of the above / Does not apply |  | 84.1% | 1,357 |














57. Which of the following FUNERAL plans do you or members of your household considering in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Purchase a Funeral Plot |  | 1.0% | 16 |
| Pre-purchase a Funeral Plot or Cremation Service |  | 2.8% | 45 |
| Purchase a Monument or Headstone |  | 1.1% | 18 |
| Use a Funeral Planner |  | 1.4% | 23 |
| Purchase Flowers for a Funeral |  | 1.1% | 17 |
| Use a Cremation Service |  | 1.1% | 18 |
| Hire a Religious or Spiritual Leader for a Funeral Service |  | 0.8% | 13 |
| None of the above / Does not apply |  | 94.5% | 1,525 |

58. Which of the following ASSISTED LIVING PLANS apply to you or your someone in your family in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Move into a Independent Senior Housing Community |  | 0.7% | 11 |
| Move into a Assisted Living Facility |  | 0.9% | 15 |
| Move into a Nursing Home |  | 0.6% | 9 |
| Move into a Alzheimer's Care Facility |  | 0.4% | 6 |
| Move Into a Hospice Facility |  | 0.3% | 5 |
| Hospice to your Home or House |  | 0.6% | 10 |
| Move into Residential Care Home |  | 0.5% | 8 |
| Utilize a Respite Provider |  | 0.7% | 11 |
| None of the above / Does not apply |  | 97.3% | 1,571 |

59. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---------------------------------------|---|---------|-----------|
| Open Checking Account |  | 2.0% | 33 |
| Open Savings Account |  | 2.6% | 42 |
| Online Banking |  | 49.1% | 793 |
| Manage Investments |  | 23.1% | 373 |
| Manage Retirement Accounts |  | 24.8% | 401 |
| Mortgage Line of Credit |  | 4.3% | 70 |
| Financial Consulting |  | 15.2% | 246 |
| Financial Services |  | 13.9% | 224 |
| Safe Deposit Box Rental |  | 6.6% | 107 |
| Obtain New Credit Card |  | 2.5% | 40 |
| Payday Loan or Check Cashing Business |  | 0.7% | 12 |
| Use Vehicle Title Loan Company |  | 0.8% | 13 |
| None of the above / Does not apply |  | 32.3% | 521 |

60. Do you or any member of your household plan to buy or invest in any of the following INVESTMENT /ASSETS in the NEXT 3 MONTHS? (Check all that apply.)




| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Annuities |  | 4.0% | 64 |
| Certificates of Deposit |  | 7.6% | 122 |
| City or State Bonds |  | 2.7% | 44 |
| Collectibles, Antiques or Art |  | 2.5% | 40 |
| Common or Preferred Stock |  | 11.2% | 181 |
| Corporate Bonds or Debentures |  | 3.2% | 51 |
| 401(k) |  | 18.7% | 302 |
| Gold or Precious Metals |  | 2.0% | 33 |
| IRA |  | 15.2% | 245 |
| Money Market Funds |  | 12.1% | 196 |
| Mutual Funds |  | 16.0% | 258 |
| Non-US Stocks |  | 3.4% | 55 |
| Options |  | 0.7% | 12 |
| US Savings Bonds |  | 2.2% | 36 |
| US Treasury Notes |  | 2.8% | 45 |
| Coins or Stamps |  | 1.9% | 30 |
| None of the above / Does not apply |  | 56.9% | 918 |

61. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the NEXT 3 MONTHS? (Check all that apply.)












| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Agriculture Loan | | 0.3% | 5 |
| Business Equipment Loan | | 0.8% | 13 |
| Carpeting or Furniture Loan | | 0.6% | 9 |
| College Expenses Loan | | 0.5% | 8 |
| College Tuition Loan | | 1.5% | 24 |
| Debt Consolidation Loan | | 2.0% | 33 |
| Medical Expenses Loan | | 0.6% | 9 |
| New Vehicle Loan | | 2.2% | 36 |
| Used Vehicle Loan | | 3.5% | 56 |
| Vacation or Travel Loan | | 0.2% | 4 |
| Wedding Loan | | 0.2% | 3 |
| None of the above / Does not apply | | 91.3% | 1,473 |

62. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Athletic Apparel | | 26.2% | 423 |
| Coats | | 4.2% | 67 |
| Nail Polish | | 7.0% | 113 |
| Eyewear or Sunglasses | | 23.4% | 378 |
| Handbags | | 5.9% | 96 |
| Hats | | 6.6% | 106 |
| Intimate Apparel | | 11.0% | 177 |
| Jewelry or Accessories | | 6.4% | 103 |
| Perfume | | 4.3% | 70 |
| Men's Apparel | | 27.3% | 441 |
| Men's Shoes | | 20.6% | 333 |
| Men's Underwear | | 15.9% | 256 |
| Women's Apparel | | 38.9% | 628 |
| Women's Pajamas or Sleepwear | | 10.9% | 176 |
| Women's Shoes | | 27.9% | 451 |
| Women's Underwear | | 18.8% | 303 |
| Socks | | 18.3% | 296 |
| Outerwear | | 5.3% | 85 |
| None of the above / Does not apply | | 28.4% | 458 |
| Watches | | 2.5% | 40 |
| Luggage or Bags | | 2.5% | 41 |

| Value | | Percent | Responses |
|------------------|---|---------|-----------|
| Scarves |  | 2.9% | 47 |
| Uniforms |  | 1.4% | 22 |
| Western Clothing |  | 2.2% | 36 |

63. Which of the following CHILDREN'S CLOTHING ITEMS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Children's Sweaters |  | 2.2% | 35 |
| Children's Pants |  | 6.2% | 100 |
| Children's T-Shirts |  | 7.6% | 123 |
| Children's Dresses |  | 4.0% | 64 |
| Children's Pajamas or Sleepwear |  | 5.6% | 90 |
| Children's Socks |  | 5.3% | 86 |
| Children's Shorts |  | 7.7% | 124 |
| Infant Clothing |  | 4.1% | 66 |
| Children's School Uniform |  | 1.0% | 16 |
| Children's Athletic Clothing |  | 6.0% | 97 |
| None of the above / Does not apply |  | 85.3% | 1,377 |




64. Which of the following SHOE TYPES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)




| Value | | Percent | Responses |
|---------------------------------------|--|---------|-----------|
| Athletic & Outdoor Shoes (Men's) | | 26.6% | 430 |
| Boots (Men's) | | 4.0% | 65 |
| Cowboy Boots (Men's) | | 1.1% | 18 |
| Work & Safety (Men's) | | 4.0% | 64 |
| Sneakers | | 13.6% | 219 |
| Classic & Fashion Sneakers (Women's) | | 8.7% | 140 |
| Work & Safety (Women's) | | 1.9% | 30 |
| Cowboy Boots (Women's) | | 1.4% | 22 |
| Athletic & Outdoor Shoes (Women's) | | 29.9% | 483 |
| Athletic & Outdoor Shoes (Children's) | | 6.8% | 109 |
| Cowboy Boots (Children's) | | 0.4% | 7 |
| None of the above / Does not apply | | 48.4% | 781 |

65. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Have Clothing Altered, Tailored or Mended | | 12.6% | 203 |
| Have Clothing Dry Cleaned | | 24.4% | 394 |
| Have Shoes Repaired | | 10.3% | 167 |
| Rent or Purchase a Costume | | 0.9% | 14 |
| Wash Clothing at a Laundromat | | 5.5% | 88 |
| Purchase Custom Made Clothing Items | | 1.4% | 22 |
| None of the above / Does not apply | | 62.7% | 1,012 |

66. Which of the following RECREATION PRODUCTS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bicycle or Mountain Bike (Adult) |  | 5.1% | 83 |
| Bicycle Tune-Up or Repair |  | 13.1% | 212 |
| Camping or Hiking Equipment |  | 9.7% | 157 |
| Exercise or Fitness Equipment |  | 9.2% | 148 |
| Fishing Rods or Reels |  | 3.3% | 54 |
| Fishing Bait or Attractant |  | 7.1% | 114 |
| Fishing Accessories |  | 8.9% | 143 |
| Golf Clubs or Equipment |  | 5.1% | 82 |
| Ammunition |  | 8.1% | 130 |
| Running or Jogging Equipment |  | 3.5% | 56 |
| Swimming Gear |  | 5.6% | 91 |
| Weight Lifting Equipment |  | 3.3% | 53 |
| Hand Gun |  | 3.0% | 49 |
| None of the above / Does not apply |  | 56.0% | 904 |
| Archery Equipment |  | 0.9% | 14 |
| High End Bicycle |  | 0.8% | 13 |
| Bicycle Rental |  | 1.7% | 28 |
| Hunting Gear |  | 1.4% | 23 |
| Soccer Equipment |  | 1.2% | 20 |
| Sports Equipment (Children) |  | 1.9% | 30 |
| Trampoline |  | 0.7% | 12 |
| Trophies or Plaques |  | 0.3% | 5 |























| Value | | Percent | Responses |
|-------------------------|---|---------|-----------|
| Used Sporting Equipment |  | 2.6% | 42 |
| Rifle |  | 2.2% | 35 |
| Shotgun |  | 2.0% | 32 |

67. Which of the following LAWN AND GARDEN PRODUCTS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Bark Dust or Mulch | | 35.9% | 580 |
| Bedding Flowers or Perennials | | 50.2% | 810 |
| Fertilizer | | 32.3% | 521 |
| Flower Pots | | 21.4% | 346 |
| Garden Ornaments | | 7.0% | 113 |
| Gravel or Rock | | 12.9% | 209 |
| Hand Garden Tools | | 14.2% | 229 |
| Landscaping | | 12.2% | 197 |
| Indoor Garden Supplies | | 6.2% | 100 |
| Decorative Rock | | 7.9% | 127 |
| Lawn Seed, Turf or Sod | | 9.6% | 155 |
| Outdoor Furniture | | 7.4% | 119 |
| Outdoor Grill | | 4.3% | 69 |
| Patio Furniture | | 5.9% | 95 |
| Propane | | 15.9% | 257 |
| Shrubbery or Trees | | 12.3% | 199 |
| Stone (Cast, Crushed or Natural) | | 3.8% | 61 |
| Insect or Fungus Control Products | | 9.9% | 159 |
| None of the above / Does not apply | | 22.6% | 365 |
| Chainsaw | | 2.0% | 32 |
| Fountains | | 2.7% | 44 |
| Gate | | 2.4% | 38 |






















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Gazebo | | 1.2% | 19 |
| Insects (Bees or Other Beneficial Species) | | 2.8% | 45 |
| Outdoor Fireplace or Fire Pit | | 2.9% | 47 |
| Patio Heater | | 1.1% | 18 |
| Outdoor Infrared Heater or Fireplace | | 0.6% | 10 |
| Outdoor Smoker | | 0.9% | 15 |
| Outdoor Kitchen Equipment | | 0.9% | 15 |
| Outdoor Entertainment Center | | 0.6% | 10 |
| Patio Cover, Awning or Canopy | | 2.5% | 40 |
| Pole Shed | | 0.4% | 7 |
| Portable Outdoor Heater | | 0.5% | 8 |
| Power Garden Tools | | 2.0% | 33 |
| Lawn Mower (Push) | | 2.4% | 38 |
| Lawn Mower (Riding) | | 1.1% | 18 |
| Rototiller | | 0.5% | 8 |
| Screen Porch | | 1.1% | 17 |
| Storage Shed | | 2.9% | 46 |
| Leaf Blower | | 1.4% | 23 |
| Outdoor Garden Flags | | 2.0% | 33 |
| Snow Blower | | 0.4% | 6 |
| Greenhouse | | 1.7% | 28 |

68. Which of the following PET SUPPLIES or SERVICES do you or the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--------------------------------------|--|---------|-----------|
| Any Pet-Related Products or Services |  | 15.4% | 249 |
| Bird Seed |  | 18.5% | 299 |
| Cat Food |  | 29.3% | 473 |
| Dog Food |  | 33.5% | 540 |
| Fish Food |  | 3.8% | 62 |
| Specialized Pet Food |  | 6.6% | 107 |
| Other Pet Food |  | 6.8% | 110 |
| Pet Accessories |  | 9.8% | 158 |
| Pet Toys |  | 12.0% | 193 |
| Annual Pet Vaccinations |  | 23.7% | 382 |
| Annual Pet Checkups |  | 22.9% | 370 |
| Adopt or Rescue a Pet |  | 6.1% | 98 |
| Purchase Pet Medication |  | 11.1% | 179 |
| Board a Pet Overnight |  | 3.6% | 58 |
| Pet Dental Care |  | 3.0% | 48 |
| None of the above / Does not apply |  | 36.6% | 591 |
| Pet Clothing |  | 0.9% | 15 |
| Pet Enclosure |  | 0.8% | 13 |
| Aquarium or Tank |  | 0.9% | 15 |
| Fish Supplies |  | 2.6% | 42 |
| Disease Diagnosis |  | 0.9% | 15 |
| Pet Travel Cage |  | 0.8% | 13 |



















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Pet Travel Accessories | | 0.6% | 9 |
| Cremation or Burial Services | | 0.4% | 6 |
| Purchase a Pet | | 1.5% | 25 |
| Holistic or Alternative Pet Care | | 1.2% | 20 |
| Pet Tracking Device | | 0.6% | 10 |
| Animal Training Classes | | 2.9% | 47 |
| Hemp Based Pet Supplements | | 1.4% | 23 |
| THC Based Pet Supplements | | 1.2% | 19 |
| Holistic or Alternative Pet Supplements | | 1.5% | 25 |
| Anti Anxiety or Stress Pet Medication for Holidays | | 2.0% | 33 |
















69. Which of the following do you or anyone in your household plan for your home in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Add or Replace Deck |  | 4.0% | 64 |
| Add a Fence or Wall Structure |  | 7.3% | 118 |
| Remodel Kitchen |  | 3.6% | 58 |
| Cabinet Refacing or Resurfacing |  | 3.4% | 55 |
| Remodel Bathroom |  | 6.3% | 101 |
| General Remodeling |  | 5.4% | 87 |
| Replace Carpet |  | 4.8% | 78 |
| Replace Flooring |  | 5.9% | 95 |
| Replace Windows |  | 3.9% | 63 |
| None of the above / Does not apply |  | 65.5% | 1,057 |
| Add a Room |  | 0.4% | 7 |
| Add a Home Office |  | 1.2% | 19 |
| Refinish Bathtub |  | 2.1% | 34 |
| Install a Glass Shower |  | 1.4% | 23 |
| Remodel or Finish Basement Living Area |  | 1.1% | 17 |
| Replace Garage Door |  | 1.8% | 29 |
| Build a Garage |  | 0.6% | 10 |
| Build Out-Building |  | 1.4% | 22 |
| Build a Storage Shed |  | 2.9% | 47 |
| Have Furniture Restored |  | 2.4% | 39 |
| Switch from Gas to Electric |  | 0.2% | 4 |
| Switch from Electric to Gas |  | 0.4% | 7 |






















| Value | | Percent | Responses |
|--|---|---------|-----------|
| Install a Stair Lift |  | 0.1% | 2 |
| Install "Aging In Place" Products |  | 1.5% | 24 |
| Install a Solar Energy System |  | 1.1% | 17 |
| Install Security or Monitoring System |  | 0.9% | 15 |
| Resurface or Build New Driveway |  | 2.9% | 47 |
| Stone or Marble Work (Bathroom or Kitchen) |  | 1.4% | 22 |
| Sealcoating |  | 2.2% | 36 |
| Asphalt Repair |  | 2.1% | 34 |
| Asphalt Resurfacing |  | 2.6% | 42 |
| Residential Paving |  | 1.1% | 18 |
| Build a "Tiny House" |  | 1.1% | 18 |
| Install Handicap Accessible Addition |  | 0.2% | 3 |














70. Which of the following BUILDING SUPPLIES or PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Ceramic Tile |  | 4.0% | 64 |
| Decking |  | 5.1% | 82 |
| Doors (Exterior) |  | 5.3% | 86 |
| Electrical Supplies |  | 4.4% | 71 |
| Fencing |  | 8.2% | 133 |
| Hand Tools |  | 7.0% | 113 |
| Hardwood Products |  | 3.2% | 51 |
| Lighting and Fixtures |  | 6.1% | 98 |
| Lumber |  | 8.9% | 143 |
| Molding |  | 3.3% | 53 |
| Paint (Exterior) |  | 11.0% | 177 |
| Paint (Interior) |  | 16.4% | 264 |
| Plywood |  | 4.0% | 64 |
| Plumbing Supplies |  | 5.8% | 93 |
| Rain Gutters |  | 3.2% | 51 |
| Screen Door |  | 5.3% | 85 |
| None of the above / Does not apply |  | 52.9% | 853 |
| Circular Saw |  | 0.7% | 11 |
| Doors (Interior) |  | 2.7% | 43 |
| Furnace |  | 0.7% | 12 |
| Generator |  | 1.4% | 22 |






















| Value | | Percent | Responses |
|-----------------------------------|---|---------|-----------|
| Home Security Doorbell Camera |  | 2.9% | 46 |
| Kitchen Cabinets |  | 2.4% | 39 |
| Lock Sets |  | 2.4% | 39 |
| Mill Work |  | 1.4% | 23 |
| Power Tools |  | 2.9% | 46 |
| Roofing (Composition) |  | 2.2% | 35 |
| Roofing (Other) |  | 1.4% | 22 |
| Security Door |  | 1.2% | 20 |
| Security Locks |  | 1.2% | 20 |
| Security Window Film |  | 0.7% | 12 |
| Siding |  | 1.5% | 24 |
| Solar Screen |  | 0.5% | 8 |
| Water Softener System or Supplies |  | 2.0% | 33 |
| Wet or Dry Vacuum |  | 1.5% | 24 |
| Wood Stove or Fireplace |  | 0.9% | 14 |
| Window Guards |  | 0.5% | 8 |
| Windows (Double-Hung) |  | 1.4% | 23 |
| Windows (Casement) |  | 1.4% | 22 |
| Windows (Picture) |  | 0.8% | 13 |
| Windows (Slider) |  | 1.3% | 21 |
| Windows (Bay or Bow) |  | 0.4% | 7 |















71. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 3 MONTHS? (Check all that apply.)
Part 1 of 2.

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Air Conditioning Repair |  | 5.4% | 87 |
| Air Duct Cleaning |  | 5.4% | 87 |
| Appliance Repair |  | 4.8% | 77 |
| Carpenter or Woodworking |  | 3.4% | 55 |
| Carpet Cleaning |  | 10.7% | 172 |
| Chimney Cleaning |  | 3.6% | 58 |
| Electrical Repair |  | 4.8% | 77 |
| Furnace Cleaning |  | 5.1% | 82 |
| Gardening Services |  | 9.5% | 153 |
| Gutter Installation or Repair |  | 3.2% | 52 |
| Handyman Services |  | 16.5% | 266 |
| Home Repair |  | 5.9% | 95 |
| None of the above / Does not apply |  | 49.4% | 797 |
| Alternative Energy Systems Installation |  | 1.4% | 23 |
| Alternative Energy Systems (Service or Repair) |  | 0.4% | 6 |
| Blinds Cleaning |  | 2.3% | 37 |
| Concrete Repair |  | 2.9% | 46 |
| Drywall Installation or Repair |  | 2.4% | 39 |
| Electrical Panel Replacement |  | 0.7% | 12 |
| Excavation & Wrecking |  | 0.6% | 9 |
| Fire & Water Damage Restoration |  | 0.3% | 5 |






















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Flooring - Ceramic Tile (Installation or Repair) |  | 2.0% | 33 |
| Flooring - Laminate (Installation or Repair) |  | 2.7% | 44 |
| Flooring - Linoleum (Installation or Repair) |  | 0.9% | 14 |
| Flooring - Wood (Installation or Repair) |  | 2.7% | 44 |
| Flooring - Other (Installation or Repair) |  | 1.7% | 28 |
| Foundation Repair |  | 1.1% | 18 |
| Furnace Repair |  | 1.1% | 17 |
| Furniture Reupholster |  | 1.6% | 26 |
| Heating Repair |  | 1.2% | 19 |
| Home Computer Repair |  | 2.2% | 35 |
| Home Electronics Repair |  | 0.7% | 12 |
| Home Heating Oil or Fuel Service |  | 0.9% | 15 |
| Home Remodel |  | 1.7% | 28 |
























72. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 3 MONTHS? (Check all that apply.)
Part 2 of 2.



| Value | | Percent | Responses |
|--|--|---------|-----------|
| House Cleaning Service |  | 13.6% | 219 |
| Junk or Yard Waste Removal |  | 9.2% | 149 |
| Recycle |  | 11.3% | 183 |
| Landscaping Service |  | 16.4% | 264 |
| Painting |  | 10.9% | 176 |
| Pest Control |  | 8.9% | 144 |
| Plumbing Repair |  | 6.0% | 97 |
| Pressure Washing |  | 5.9% | 96 |
| Preventative Home Maintenance |  | 4.7% | 76 |
| Trash Removal |  | 8.6% | 138 |
| Computer Repair |  | 6.4% | 103 |
| None of the above / Does not apply |  | 41.7% | 673 |
| Home Security Service |  | 2.3% | 37 |
| Insulation Installation or Maintenance |  | 1.0% | 16 |
| Interior Design |  | 1.5% | 25 |
| Sell Scrap Metal |  | 2.1% | 34 |
| Movers |  | 1.7% | 27 |
| Mold Inspection or Removal |  | 0.9% | 15 |
| Party Equipment Rental |  | 0.4% | 6 |
| Pool Cleaning Service |  | 2.2% | 35 |
| Roof Repair |  | 2.6% | 42 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Security System |  | 1.5% | 24 |
| Septic Tank Cleaning or Repair |  | 2.3% | 37 |
| Siding Replacement |  | 1.2% | 19 |
| Snow Removal |  | 0.3% | 5 |
| Solar Heating or Power System Installation or Repair |  | 0.9% | 15 |
| Stucco or Exterior Coating |  | 0.4% | 6 |
| Tool Rental |  | 1.3% | 21 |
| Tornado or Storm Shelter Building or Repair |  | 0.1% | 2 |
| Water Well Drilling |  | 0.2% | 3 |
| Waterproofing |  | 0.7% | 12 |
| Window Installation |  | 2.4% | 38 |
| Window Tinting for Home |  | 0.3% | 5 |
| Yard Equipment Rental |  | 1.7% | 28 |
| Mobile or Cell Phone Repair |  | 2.5% | 40 |
























73. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.) Part 1 of 2.

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Window Blinds (Venetian or Mini) |  | 3.4% | 55 |
| Emergency Preparedness Kit or Supplies |  | 4.9% | 79 |
| Batteries (Home or Office) |  | 28.7% | 464 |
| Candles |  | 10.9% | 176 |
| Firewood |  | 3.7% | 60 |
| Carpeting |  | 3.8% | 61 |
| Rugs |  | 5.3% | 85 |
| Curtains or Drapes |  | 5.5% | 88 |
| Fine Art (Paintings, Pottery, Etc.) |  | 3.5% | 56 |
| Furniture (Bedroom) |  | 3.2% | 52 |
| Furniture (Living Room) |  | 5.3% | 85 |
| Laminate Flooring |  | 3.0% | 49 |
| Storage Boxes or Tubs |  | 4.8% | 78 |
| Floral Arrangements |  | 5.5% | 88 |
| Picture Frames |  | 5.6% | 91 |
| Linens (Bathroom) |  | 4.7% | 76 |
| Indoor Flowers |  | 6.7% | 108 |
| None of the above / Does not apply |  | 45.5% | 734 |
| Air Conditioning (Buy) |  | 2.7% | 43 |
| Awning |  | 1.3% | 21 |
| Oriental Carpeting |  | 0.6% | 10 |

| Value | | Percent | Responses |
|---------------------------------|---|---------|-----------|
| Flooring Tile |  | 2.2% | 36 |
| Hardwood Flooring |  | 1.8% | 29 |
| Rugs (Persian) |  | 0.7% | 12 |
| Clocks |  | 2.0% | 32 |
| Closet System |  | 2.2% | 36 |
| Cutlery, Flatware or Silverware |  | 2.2% | 35 |
| Ductless Heat Pumps |  | 0.6% | 9 |
| Fire Extinguisher |  | 2.8% | 45 |
| Custom Built Furniture |  | 1.0% | 16 |
| Reconditioned Furniture |  | 1.2% | 19 |
| Furniture (Children's) |  | 0.7% | 11 |
| Crib |  | 0.2% | 3 |
| Furniture (Dining Room) |  | 1.2% | 20 |
| Furniture (Home Office) |  | 2.1% | 34 |
| Furnace |  | 1.0% | 16 |
| Futon |  | 0.7% | 11 |
| Safe |  | 0.7% | 11 |
| Hot Tub or Spa (Used) |  | 0.4% | 6 |
| Sewing Machine |  | 1.1% | 17 |
| Reclining Chair |  | 2.8% | 45 |
| Wallpaper |  | 0.6% | 9 |
| Signs or Banners |  | 1.2% | 19 |
| Hot Tub or Spa (New) |  | 0.9% | 15 |

| Value | | Percent | Responses |
|---------------------------------|---|---------|-----------|
| Linens (Dining Room or Kitchen) |  | 1.9% | 31 |
| Tankless Water Heater |  | 1.7% | 28 |

















74. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.) Part 2 of 2.

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Home Decor or Decorating |  | 5.8% | 93 |
| Innerspring Mattress |  | 3.3% | 53 |
| Linens (Bedroom) |  | 7.7% | 124 |
| Smoke Alarm or Detector |  | 3.2% | 52 |
| Window Coverings |  | 3.7% | 60 |
| None of the above / Does not apply |  | 72.2% | 1,166 |
| Gas Burning Freestanding Stoves |  | 0.3% | 5 |
| Water Purification System (Drinking) |  | 1.4% | 23 |
| Solar Water Heater |  | 0.8% | 13 |
| Latex Mattress |  | 0.9% | 15 |
| Pillow Top Mattress |  | 2.0% | 32 |
| Foam Mattress |  | 2.5% | 41 |
| Memory Foam Mattress |  | 2.7% | 43 |
| Gel Mattress |  | 1.1% | 18 |
| Twin Size Bed |  | 0.8% | 13 |
| Queen Size Bed |  | 2.6% | 42 |
| King Size Bed |  | 2.5% | 41 |
| Water Heater |  | 1.9% | 31 |
| Remote Home Monitoring Video Camera |  | 1.6% | 26 |
| Shutters |  | 1.0% | 16 |
| Reclaimed Wood Furniture |  | 0.8% | 13 |
| Patriotic Flags |  | 1.9% | 31 |
| Sports Team Flags |  | 0.9% | 14 |























75. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 3 MONTHS?














| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Paintings | | 5.9% | 96 |
| Fine Art | | 4.3% | 70 |
| Photographs | | 5.1% | 83 |
| Pottery | | 4.0% | 65 |
| Blown Glass | | 2.6% | 42 |
| Stone Carvings | | 1.1% | 18 |
| Sculpture | | 2.2% | 36 |
| Artistic Wall Decor | | 4.5% | 72 |
| Wood Carvings | | 1.3% | 21 |
| Poster Art | | 3.0% | 49 |
| Religious Art | | 1.4% | 23 |
| Stained Glass | | 1.9% | 31 |
| Ceramics | | 3.4% | 55 |
| Metal Work Art | | 2.6% | 42 |
| Music Memorabilia | | 1.5% | 25 |
| Movie Memorabilia | | 1.1% | 17 |
| None of the above / Does not apply | | 81.5% | 1,315 |

76. Which of the following APPLIANCES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)























| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Refrigerator |  | 3.2% | 52 |
| Portable Dishwasher |  | 0.2% | 4 |
| Dishwasher |  | 4.2% | 68 |
| Freezer |  | 1.7% | 27 |
| Range |  | 2.7% | 43 |
| Range Hood |  | 1.9% | 31 |
| Wall Oven |  | 1.1% | 17 |
| Washer |  | 2.6% | 42 |
| Dryer |  | 2.0% | 32 |
| Blender |  | 1.9% | 31 |
| Instant Pot |  | 2.3% | 37 |
| Microwave |  | 3.6% | 58 |
| Window Air Conditioner |  | 0.9% | 15 |
| Coffee or Espresso Machine |  | 4.7% | 76 |
| Vacuum Cleaner |  | 3.4% | 55 |
| None of the above / Does not apply |  | 77.7% | 1,254 |















77. Which of the following VEHICLE PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Aftermarket Products |  | 3.8% | 61 |
| Battery |  | 5.2% | 84 |
| Floor Mats |  | 3.5% | 56 |
| Tires |  | 9.0% | 146 |
| Wiper Blades |  | 15.0% | 242 |
| None of the above / Does not apply |  | 68.5% | 1,105 |
| Canopy |  | 0.3% | 5 |
| Child Car Seat |  | 0.7% | 12 |
| Grill Guard |  | 0.3% | 5 |
| Ground Effects |  | 0.2% | 4 |
| Lights |  | 2.5% | 41 |
| Mirror(s) |  | 0.6% | 9 |
| Motorcycle Accessories |  | 0.6% | 10 |
| Motorcycle Parts |  | 0.9% | 15 |
| Performance Parts |  | 1.0% | 16 |
| RV Accessories or Supplies |  | 2.4% | 39 |
| Roof Rack (For Bike, Kayak, Etc.) |  | 0.9% | 14 |
| Roof Rack (Luggage or Equipment Container) |  | 0.4% | 7 |
| Running Boards |  | 0.6% | 9 |
| Seat Covers |  | 2.5% | 40 |
| Spoiler |  | 0.2% | 3 |
| Step Bar |  | 0.4% | 6 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Stereo System (Auto, Car or Truck) |  | 0.7% | 12 |
| Tool Box |  | 0.4% | 6 |
| Trailer Hitch |  | 1.5% | 24 |
| Truck Bed Liner |  | 0.4% | 7 |
| Visor |  | 0.4% | 7 |
| Wheels or Rims |  | 1.1% | 17 |
| Winch |  | 0.4% | 7 |
| Window Tinting Equipment (Auto) |  | 0.7% | 11 |
| Cargo Trailer (Vehicle Hauler) |  | 0.2% | 4 |
| Cargo Trailer (Flat) |  | 0.7% | 11 |
| Cargo Trailer (Motorcycle) |  | 0.4% | 6 |
| Cargo Trailer (Boat) |  | 0.1% | 2 |
| Cargo Trailer (Box) |  | 0.6% | 9 |

78. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| 30,000 Mile Service |  | 7.7% | 124 |
| 60,000 Mile Service |  | 7.2% | 116 |
| 100,000 Mile Service |  | 8.1% | 130 |
| Auto Detailing |  | 6.4% | 103 |
| Auto Repair (General) |  | 7.5% | 121 |
| Alignment |  | 4.8% | 77 |
| Body Work |  | 3.8% | 62 |
| Brake Replacement, Adjustment |  | 3.7% | 59 |
| Car Wash |  | 39.5% | 638 |
| Gas or Service Station Services |  | 16.3% | 263 |
| Oil Change or Lube |  | 39.5% | 637 |
| Preventative Maintenance |  | 15.2% | 245 |
| Safety Inspection |  | 4.8% | 78 |
| Tire Mounting or Installation |  | 6.8% | 109 |
| Tune-Up |  | 8.6% | 138 |
| Windshield or Glass Repair |  | 4.3% | 70 |
| None of the above / Does not apply |  | 24.3% | 393 |
| Auto Warranty Work (Work Covered by Warranty) |  | 2.5% | 41 |
| Car Rental |  | 1.5% | 24 |
| DEQ Inspection |  | 1.0% | 16 |
| Electrical Repair |  | 1.2% | 20 |
| Upgrade of Car for Smartphone, Hands-Free Device, etc. |  | 0.5% | 8 |

| Value | | Percent | Responses |
|---------------------------------|--|---------|-----------|
| Motor Repair or Replacement |  | 0.4% | 6 |
| Motorcycle Repair |  | 0.6% | 9 |
| Muffler |  | 0.6% | 10 |
| Painting |  | 1.6% | 26 |
| RV Maintenance or Service |  | 1.8% | 29 |
| Shocks |  | 1.2% | 20 |
| Smog Check |  | 2.0% | 32 |
| Stereo Installation |  | 1.1% | 17 |
| Transmission or Clutch Repair |  | 1.4% | 22 |
| Upholstery Repair |  | 0.9% | 14 |
| Vehicle Air Conditioning Repair |  | 1.5% | 24 |
| Vehicle Storage |  | 0.7% | 12 |
| Vehicle Towing |  | 0.6% | 9 |
| Windshield or Window Tinting |  | 1.0% | 16 |

79. If you or a member of your household were to purchase an automobile in the NEXT 3 MONTHS, where would you look to find a vehicle? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| AutoTrader.com |  | 10.2% | 164 |
| CarFax |  | 13.7% | 221 |
| CarGurus.com |  | 7.4% | 119 |
| CarMax.com |  | 9.5% | 153 |
| Cars.com |  | 8.6% | 139 |
| Craigslist Auto |  | 10.1% | 163 |
| KBB.com |  | 6.3% | 101 |
| Facebook Dealer Page |  | 3.3% | 54 |
| Edmunds.com |  | 9.5% | 154 |
| Local Dealer Site |  | 36.0% | 581 |
| Other Local Website |  | 6.1% | 99 |
| None of the above / Does not apply |  | 48.6% | 784 |
| Yahoo! Autos |  | 0.6% | 9 |
| Automotive.com |  | 1.4% | 23 |
| Autoblog.com |  | 0.9% | 15 |
| CarsDirect.com |  | 1.7% | 28 |
| eBay Motors |  | 2.0% | 32 |
| MotorTrend.com |  | 2.1% | 34 |
| UsedCars.com |  | 2.8% | 45 |
| Local TV Site |  | 1.2% | 20 |
| Local Radio Site |  | 0.7% | 12 |
| The Car Connection |  | 0.8% | 13 |


















80. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Bath and Body Products | | 36.6% | 591 |
| Beauty Products | | 24.3% | 392 |
| Cosmetics | | 26.0% | 420 |
| Babysitting | | 1.8% | 29 |
| Hair Care Products | | 41.4% | 668 |
| Hair Coloring | | 23.4% | 378 |
| Hair Cut | | 67.7% | 1,093 |
| Manicure | | 16.9% | 273 |
| Massage Therapy | | 19.1% | 308 |
| Pedicure | | 25.5% | 411 |
| None of the above / Does not apply | | 14.6% | 236 |




















81. Which of the following ENTERTAINMENT PRODUCTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Books (New) | | 47.1% | 760 |
| Books (Used) | | 34.9% | 563 |
| Books (Children's) | | 11.0% | 178 |
| Board Games | | 12.2% | 197 |
| Lottery Ticket | | 18.2% | 294 |
| Collectibles | | 3.8% | 62 |
| Comics | | 2.2% | 36 |
| Graphic Novels | | 3.4% | 55 |
| Computer Games | | 6.3% | 102 |
| Magazines | | 26.5% | 428 |
| Toys | | 5.8% | 94 |
| Video Console Games | | 4.3% | 69 |
| None of the above / Does not apply | | 26.9% | 434 |











82. Which of the following HOBBY & ART and CRAFT SUPPLIES might you or someone in your household purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Gems, Rocks & Minerals |  | 3.2% | 52 |
| Ceramics and Pottery |  | 4.0% | 65 |
| Collectables |  | 3.0% | 49 |
| Comic Books and Related Collectables |  | 2.0% | 32 |
| Do-It-Yourself (DIY) |  | 16.2% | 261 |
| Games or Puzzles |  | 16.7% | 269 |
| Beer Brewing Supplies |  | 2.5% | 41 |
| Wine Making Supplies |  | 1.1% | 18 |
| Jewelry Making Supplies or Beads |  | 4.2% | 68 |
| Knitting |  | 7.2% | 117 |
| Making Arts and Crafts |  | 10.7% | 173 |
| Paper Crafts |  | 4.6% | 74 |
| Quilting |  | 5.3% | 85 |
| Scrapbooking |  | 3.1% | 50 |
| Toy Collecting |  | 1.1% | 17 |
| Trains, Plane & Car Model Kits |  | 2.1% | 34 |
| None of the above / Does not apply |  | 56.7% | 915 |














83. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Attend Online College or University (Full Time) |  | 4.2% | 68 |
| Attend Online College or University (Part Time) |  | 3.8% | 61 |
| Attend Online Graduate School |  | 1.5% | 25 |
| Attend Online Classes at Community College |  | 5.0% | 81 |
| Learning Center |  | 1.2% | 20 |
| Online Trade School |  | 0.4% | 6 |
| Online Continuing Education Courses |  | 8.0% | 129 |
| Online Professional Certification or Accreditation Courses |  | 4.4% | 71 |
| Online Language Lessons (Adult) |  | 4.8% | 78 |
| Online Music Lessons (Adult) |  | 3.7% | 59 |
| Attend Paid Online Lecture, Seminar or Special Class |  | 6.5% | 105 |
| Online Real Estate Classes |  | 1.0% | 16 |
| Online Child Education or Tutoring |  | 2.1% | 34 |
| Online Music lessons (Child) |  | 1.3% | 21 |
| Online Language Lessons (Child) |  | 0.9% | 14 |
| Change Online School |  | 0.2% | 4 |
| Attend an Online Religion Based School |  | 1.1% | 17 |
| Attend an Online Local Workshop |  | 7.2% | 116 |
| None of the above / Does not apply |  | 69.3% | 1,119 |

















84. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Brushes |  | 10.6% | 171 |
| Oil paints |  | 3.9% | 63 |
| Acrylic Paints |  | 11.1% | 179 |
| Markers |  | 7.9% | 128 |
| Specialty Paper |  | 8.3% | 134 |
| Fabric Craft Supplies |  | 10.6% | 171 |
| Beads |  | 3.9% | 63 |
| Art Pencils and Pens |  | 11.7% | 189 |
| Scrapbooking Supplies |  | 3.1% | 50 |
| None of the above / Does not apply |  | 70.3% | 1,134 |

85. Which of the following MUSICAL INSTRUMENTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bass Guitar |  | 0.7% | 11 |
| Clarinet |  | 0.1% | 2 |
| Drums |  | 0.8% | 13 |
| Flute |  | 0.4% | 7 |
| Acoustic Guitar |  | 2.2% | 35 |
| Electric Guitar |  | 1.1% | 18 |
| Electric Keyboard |  | 1.2% | 19 |
| Piano |  | 0.9% | 15 |
| Piano (High End) |  | 0.2% | 4 |
| Trombone |  | 0.2% | 3 |
| Trumpet |  | 0.3% | 5 |
| Violin |  | 0.6% | 9 |
| None of the above / Does not apply |  | 94.6% | 1,527 |

86. Which of the following varieties of restaurant food do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)













| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Greek |  | 19.6% | 317 |
| French |  | 9.1% | 147 |
| Asian |  | 47.1% | 761 |
| German |  | 7.9% | 127 |
| American (New) |  | 40.8% | 659 |
| Italian |  | 49.1% | 792 |
| Cajun or Creole |  | 10.8% | 174 |
| Indian |  | 20.7% | 334 |
| Chinese |  | 43.7% | 706 |
| American (Traditional) |  | 55.5% | 896 |
| Thai |  | 35.3% | 570 |
| Middle Eastern |  | 17.5% | 282 |
| Japanese |  | 22.1% | 356 |
| Mexican |  | 57.5% | 928 |
| Vietnamese |  | 16.3% | 263 |
| Southern |  | 14.8% | 239 |
| Tex-Mex |  | 20.8% | 336 |
| Spanish |  | 10.5% | 169 |
| Mediterranean |  | 27.9% | 450 |
| None of the above / Does not apply |  | 15.1% | 244 |

87. Which of the following types of restaurant foods do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)












| Value | | Percent | Responses |
|--|--|---------|-----------|
| Hot Dogs | | 13.4% | 217 |
| Fish & Chips | | 24.3% | 392 |
| Golf Course Restaurant, Bar or Snack Bar | | 6.1% | 98 |
| Barbeque | | 29.3% | 473 |
| Deli | | 27.4% | 442 |
| Breakfast or Brunch | | 36.6% | 590 |
| Appetizers | | 31.7% | 512 |
| Dessert | | 20.4% | 330 |
| Chicken Wings | | 15.0% | 242 |
| Hamburgers | | 43.0% | 694 |
| Chicken | | 36.9% | 596 |
| Frozen Yogurt | | 10.3% | 166 |
| Live or Raw food | | 5.6% | 90 |
| Tapas or Small Plates | | 12.1% | 195 |
| Theme Restaurants | | 6.9% | 111 |
| Soup | | 26.0% | 419 |
| Salad | | 36.9% | 596 |
| Pizza (Dine In) | | 11.6% | 188 |
| Pizza (Delivery) | | 20.6% | 332 |
| Steak | | 20.7% | 334 |
| Juice or Smoothies | | 11.8% | 191 |
| Sandwiches | | 39.7% | 640 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Pizza (Carry Out) | | 46.8% | 755 |
| Pizza (Take & Bake) | | 17.2% | 277 |
| Seafood | | 35.4% | 572 |
| Vegan | | 7.3% | 118 |
| Steakhouse | | 13.5% | 218 |
| Sushi | | 19.2% | 310 |
| Vegetarian | | 14.9% | 240 |
| Pho | | 14.0% | 226 |
| None of the above / Does not apply | | 15.1% | 244 |







88. Which of the following Real Estate PURCHASING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Purchase Home in Senior Housing Community |  | 0.4% | 7 |
| Purchase Commercial or Business Property |  | 0.6% | 9 |
| Purchase Condominium or Townhouse |  | 0.8% | 13 |
| Purchase Manufactured or Modular Home |  | 0.3% | 5 |
| Purchase Investment Property |  | 1.9% | 31 |
| Purchase Personal Residence |  | 2.3% | 37 |
| Purchase Custom Built Home |  | 0.3% | 5 |
| Purchase Residential Real Estate at an Auction |  | 0.3% | 5 |
| Purchase Land or Agricultural Property |  | 0.8% | 13 |
| Purchase Vacation Property |  | 0.6% | 10 |
| Purchase Other |  | 0.6% | 9 |
| None of the above / Does not apply |  | 94.1% | 1,519 |










89. Which of the following Real Estate SELLING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Sell Home in Senior Housing Community |  | 0.2% | 3 |
| Sell Personal Residence |  | 2.0% | 32 |
| Sell Vacation Property |  | 0.9% | 14 |
| Sell Condominium or Townhouse |  | 0.6% | 10 |
| Sell Investment Property |  | 1.6% | 26 |
| Sell Land or Agricultural Property |  | 1.2% | 20 |
| Sell Commercial or Business Property |  | 0.6% | 9 |
| Sell Manufactured or Modular Home |  | 0.3% | 5 |
| Plan to Sell Home in Master-Planned Community |  | 0.2% | 4 |
| Sell Other |  | 0.9% | 14 |
| None of the above / Does not apply |  | 93.4% | 1,507 |







90. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| New home in master planned community; new development |  | 10.8% | 4 |
| New home, but outside of development |  | 24.3% | 9 |
| New home that I will have contractor build |  | 8.1% | 3 |
| Existing home less than 10 years old |  | 48.6% | 18 |
| Existing home more than 10 years old |  | 78.4% | 29 |
| Other |  | 2.7% | 1 |











91. Which of the following real estate rental plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Rent New Apartment |  | 1.5% | 25 |
| Rent House (Residence) |  | 3.2% | 51 |
| Rent Manufactured or Modular Home |  | 0.5% | 8 |
| Rent or Lease Commercial Property |  | 0.9% | 14 |
| Rent Agricultural Land |  | 0.5% | 8 |
| Rent Subsidized Housing |  | 0.8% | 13 |
| Rent Condo/Townhouse |  | 1.9% | 31 |
| Rent Section 8 Housing |  | 0.8% | 13 |
| None of the above / Does not apply |  | 93.1% | 1,503 |

92. Which of the following real estate plans apply to you or your household in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Use a Realtor to Sell Real Estate |  | 2.9% | 47 |
| Use a Realtor to Buy Real Estate |  | 3.0% | 49 |
| Use a Realtor to Buy and Sell Real Estate |  | 2.7% | 43 |
| Plan to Sell Property Myself |  | 1.4% | 23 |
| Use a Real Estate Broker |  | 1.9% | 31 |
| None of the above / Does not apply |  | 91.4% | 1,475 |

93. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| New Home Loan |  | 2.2% | 36 |
| Home Remodel or Renovation Loan |  | 1.1% | 17 |
| Business Construction Loan |  | 0.6% | 10 |
| Home Construction Loan |  | 0.9% | 14 |
| Equity Loan |  | 2.3% | 37 |
| Land Loan |  | 0.4% | 6 |
| Reverse Mortgage |  | 0.3% | 5 |
| Real Estate Loan for existing home |  | 1.4% | 23 |
| Refinance Home |  | 5.0% | 81 |
| None of the above / Does not apply |  | 89.2% | 1,440 |



94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Craigslist Homes | | 4.2% | 67 |
| Facebook | | 3.0% | 49 |
| Google | | 4.2% | 68 |
| Auction.com | | 1.1% | 17 |
| Homes & Land | | 2.3% | 37 |
| Homes.com | | 3.0% | 49 |
| HomeFinder | | 5.3% | 86 |
| MLS.com | | 12.1% | 195 |
| National Real Estate Co. Site | | 2.9% | 46 |
| Local MLS Site | | 22.6% | 365 |
| RealEstate.com | | 5.1% | 83 |
| Realtor.com | | 19.1% | 308 |
| Realty.com | | 2.7% | 44 |
| Redfin | | 9.9% | 160 |
| Trulia | | 11.6% | 187 |
| Zillow | | 36.7% | 592 |
| ZipRealty.com | | 0.9% | 15 |
| None of the above / Does not apply | | 50.2% | 811 |



95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Apartments.com | | 9.6% | 155 |
| Apartmentguide.com | | 4.3% | 70 |
| Craigslist | | 10.7% | 172 |
| Forrent.com | | 1.4% | 23 |
| HomeFinder.com | | 5.0% | 81 |
| Hotpads.com | | 1.3% | 21 |
| Rent.com | | 6.1% | 98 |
| Sublet.com | | 0.6% | 10 |
| Trulia | | 8.1% | 131 |
| Zillow | | 20.6% | 333 |
| None of the above / Does not apply | | 70.0% | 1,130 |

96. If you or a member of your household were to buy real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

| Value | | Percent | Responses |
|-----------------------------|---|---------|---------------------|
| Yes, have a firm or realtor |  | 75.2% | 1,214 |
| No, don't know who to call |  | 24.8% | 400 |
| | | | Total: 1,614 |

97. If you or a member of your household were to sell real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

| Value | | Percent | Responses |
|-----------------------------|---|---------|---------------------|
| Yes, have a firm or realtor |  | 75.2% | 1,213 |
| No, don't know who to call |  | 24.8% | 401 |
| | | | Total: 1,614 |

98. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Imported Beer | | 24.7% | 398 |
| Craft Beer | | 36.4% | 588 |
| Champagne | | 13.1% | 211 |
| Premium Hard Alcohol or Spirits | | 25.3% | 409 |
| White Wine | | 45.0% | 726 |
| Red Wine | | 50.4% | 814 |
| Major Brand Cigarettes | | 3.8% | 61 |
| Recreational Marijuana | | 9.6% | 155 |
| Marijuana Accessories | | 4.1% | 66 |
| Smokeless Tobacco | | 1.1% | 18 |
| Pipe Tobacco | | 0.7% | 12 |
| Discount Cigarettes | | 2.4% | 38 |
| Discount Hard Alcohol or Spirits | | 11.6% | 187 |
| Domestic Beer | | 26.0% | 420 |
| Electronic Cigarette Supplies | | 1.4% | 22 |
| Alcoholic Cider | | 13.6% | 219 |
| None of the above / Does not apply | | 21.5% | 347 |








99. Which of the following CANNABIS related products do you or the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--------------------------------------|--|---------|-----------|
| Cannabis Dry Flower/Bud | | 6.1% | 98 |
| Cannabis Edibles | | 8.7% | 140 |
| Cannabis Tinctures | | 2.3% | 37 |
| Cannabis Vaporizers | | 1.8% | 29 |
| Cannabis Cleaning Tools or Supplies | | 0.6% | 9 |
| Cannabis Concentrates | | 2.1% | 34 |
| Cannabis Pre-Rolls | | 3.2% | 51 |
| Organic Cannabis Products | | 2.4% | 39 |
| Cannabis Oil | | 4.5% | 73 |
| Cannabis Beauty & Skin Care Products | | 2.4% | 38 |
| Cannabis Beverages | | 1.4% | 22 |
| Cannabis Chocolates | | 4.0% | 64 |
| Medical Cannabis | | 3.7% | 59 |
| CBD Cannabis | | 9.2% | 148 |
| None of the above / Does not apply | | 78.3% | 1,263 |

100. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH? (Check all that apply.)

| Value | | Percent | Responses |
|-------------------------------|--|---------|-----------|
| Bulk or Discounted Food Items | | 31.4% | 507 |
| Specialty Teas | | 21.6% | 349 |
| Specialty Coffee | | 41.0% | 662 |
| Gourmet Deli Counter Items | | 25.0% | 403 |
| Cookies | | 41.6% | 672 |
| Snack Cakes | | 9.4% | 152 |
| Potato Chips | | 47.1% | 761 |
| Soft Drinks | | 32.3% | 521 |
| Energy Drinks | | 7.6% | 122 |
| Energy Bars | | 20.3% | 328 |
| Noodle Bowls | | 13.4% | 217 |
| Cupcakes | | 7.7% | 125 |
| Birthday Cake | | 11.5% | 185 |
| Beef Jerky or Meat Sticks | | 11.0% | 177 |
| Bottled Water | | 31.9% | 515 |
| Candy | | 33.7% | 544 |
| Fruit | | 79.2% | 1,278 |
| Nuts | | 64.7% | 1,044 |
| Chocolates | | 48.2% | 778 |
| Ice cream | | 54.8% | 884 |
| Cheese | | 79.7% | 1,286 |
| Artisan Bread | | 47.0% | 758 |








| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Artisan Meats | | 13.4% | 216 |
| Sports Drinks | | 8.9% | 144 |
| Basic Condiments | | 48.4% | 781 |
| Artisan Condiments | | 13.7% | 221 |
| Canned Sauces | | 32.3% | 521 |
| Cereal | | 60.1% | 970 |
| Milk | | 74.3% | 1,199 |
| Chicken | | 79.7% | 1,286 |
| Pork | | 49.3% | 795 |
| Beef | | 60.5% | 977 |
| Game Meats | | 3.4% | 55 |
| Fish | | 64.0% | 1,033 |
| Pasta | | 67.6% | 1,091 |
| Snack Mixes | | 11.8% | 190 |
| Vegetables | | 78.4% | 1,266 |
| Olive Oil | | 56.9% | 919 |
| Balsamic Vinegar | | 30.6% | 494 |
| Frozen Entrees | | 38.1% | 615 |
| Eggs | | 84.9% | 1,371 |
| Locally Raised Beef, Pork, Poultry | | 31.2% | 503 |
| Locally Grown Fruit and Vegetables | | 72.0% | 1,162 |
| Locally Produced Honey | | 27.3% | 441 |
| Organic Food | | 41.7% | 673 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Pickled Vegetables |  | 19.3% | 312 |
| Artisan Cheese |  | 42.0% | 678 |
| Alternative "Meat" Products |  | 17.4% | 281 |
| Sausage |  | 44.1% | 712 |
| Donuts |  | 16.6% | 268 |
| Pastries |  | 24.7% | 399 |
| None of the above / Does not apply |  | 1.1% | 17 |

101. Which of the following do you or the members of your household plan to do in the NEXT 3 MONTHS? (Check all that apply.)







| Value | | Percent | Responses |
|--|--|---------|-----------|
| Attend In-Person Religious or Spiritual Services | | 25.2% | 407 |
| Attend Online Religious or Spiritual Services | | 23.2% | 374 |
| Donate to a Charity | | 58.3% | 941 |
| Donate to a Church | | 30.8% | 497 |
| Donate to Political Party or Government Representative | | 29.2% | 471 |
| Volunteer at Church | | 15.1% | 244 |
| Volunteer for Nonprofit Group | | 32.5% | 525 |
| Vote in Upcoming Local Elections | | 56.3% | 908 |
| Vote in Upcoming State or National Elections | | 58.8% | 949 |
| Purchase Season Tickets for Performing Arts | | 11.2% | 181 |
| Attend a Holiday Themed Performance | | 4.7% | 76 |
| Community Activity | | 28.4% | 458 |
| Support an Organization | | 29.7% | 480 |
| Make a Donation | | 45.8% | 740 |
| Register to Vote | | 3.1% | 50 |
| None of the above / Does not apply | | 8.7% | 141 |
| Join a New Church | | 1.5% | 25 |
| Donate Vehicle | | 0.4% | 7 |
| Have a Baby | | 0.4% | 7 |
| Get Married | | 0.6% | 10 |
| Retire | | 2.0% | 32 |
| Look into Private Schooling for Children | | 0.5% | 8 |

102. Which of the following activities do you or members of your household plan to participate in over the NEXT 3 MONTHS? (Check all that apply.)



| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Go Touring on a Bicycle |  | 9.6% | 155 |
| Go Mountain Biking |  | 8.7% | 141 |
| Go Camping |  | 20.8% | 336 |
| Go Hiking |  | 42.1% | 679 |
| Go Fishing |  | 16.4% | 265 |
| Go Backpacking |  | 10.3% | 167 |
| None of the above / Does not apply |  | 45.5% | 735 |

103. In the LAST 30 DAYS, which of the following have you or a member of your household viewed or used? (Check all that apply for each row.)



| Value | | Percent | Responses |
|--------------------------------|--|---------|-----------|
| Local Business Website | | 42.8% | 691 |
| Local Business Blog | | 8.9% | 143 |
| Local Business Email | | 24.2% | 390 |
| Snapchat | | 7.2% | 117 |
| Instagram | | 32.5% | 524 |
| Cinema Ads | | 9.7% | 157 |
| Facebook Business Page | | 18.5% | 298 |
| Reviews on Yelp! or Google+ | | 22.1% | 357 |
| YouTube Promo Video | | 15.0% | 242 |
| Local Business Text Message | | 10.6% | 171 |
| Pandora | | 19.6% | 316 |
| Online Yellow Pages | | 4.5% | 73 |
| Google Search | | 65.6% | 1,059 |
| eBay | | 29.5% | 476 |
| Spotify | | 16.7% | 269 |
| Pinterest | | 22.9% | 370 |
| Google+ Local | | 9.0% | 145 |
| Clicked on Google Sponsored Ad | | 15.5% | 250 |
| LinkedIn | | 27.6% | 445 |
| Angie's List | | 4.0% | 65 |
| Craigslist | | 23.5% | 380 |
| Bing | | 13.6% | 220 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Twitter |  | 25.2% | 406 |
| Amazon |  | 83.5% | 1,348 |
| None of the above / Does not apply |  | 3.4% | 55 |
| CitySearch |  | 2.6% | 42 |
| Digital Billboard |  | 0.9% | 15 |
| Xing |  | 0.2% | 3 |



104. Are you aware of posts on Facebook that are sponsored by businesses?

| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 79.6% | 1,284 |
| No |  | 20.4% | 330 |
| | | | Total: 1,614 |























105. Have you ever responded to or clicked on a Facebook post that was sponsored by a business?
























| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 49.3% | 796 |
| No |  | 50.7% | 818 |
| | | | Total: 1,614 |










106. Do you or any members of your household subscribe to a business email?

| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 52.5% | 847 |
| No |  | 47.5% | 767 |
| | | | Total: 1,614 |



107. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Apparel and Accessories |  | 48.5% | 782 |
| Arts and Entertainment |  | 46.8% | 755 |
| Automotive - (General) |  | 22.4% | 361 |
| Automotive - (New Vehicle Dealership) |  | 16.8% | 271 |
| Automotive - (Used Vehicle Dealership) |  | 12.1% | 195 |
| Automotive - (Auto Parts store) |  | 11.3% | 183 |
| Automotive - (Auto Repair business) |  | 10.3% | 167 |
| Automotive - (Auto Body shop) |  | 6.6% | 106 |
| Tire Business |  | 17.6% | 284 |
| Beauty and Spa Related Businesses |  | 17.2% | 278 |
| Child Related Businesses |  | 5.1% | 82 |
| Community and State Services |  | 32.0% | 517 |
| Education |  | 19.1% | 308 |
| Employment Related Businesses |  | 11.0% | 177 |
| Event Planning and Services |  | 9.5% | 153 |
| Family Activity Related Businesses |  | 11.0% | 177 |
| Farm Equipment and Agriculture Businesses |  | 6.3% | 102 |
| Financial Services |  | 12.0% | 193 |
| Fitness Businesses or Providers |  | 9.2% | 149 |
| General Retail |  | 45.0% | 726 |
| Grocery / Market |  | 49.0% | 791 |
| Home and Garden Related Businesses |  | 37.7% | 609 |











| Value | | Percent | Responses |
|---|--|---------|-----------|
| Building Supply/Lumber Business |  | 18.5% | 299 |
| Home Service Businesses |  | 12.2% | 197 |
| Home Service Contractors |  | 12.9% | 209 |
| Hotel and Travel Related Businesses |  | 29.3% | 473 |
| Local Services |  | 32.8% | 530 |
| Medical Related Businesses - (General) |  | 18.5% | 298 |
| Medical Related Businesses - (Chiropractor) |  | 4.2% | 68 |
| Medical Related Businesses - (Dentist) |  | 9.4% | 151 |
| Medical Related Businesses - (Hospital) |  | 5.9% | 95 |
| Nightlife Related Businesses |  | 10.2% | 164 |
| Pet / Animal |  | 27.4% | 442 |
| Professional Services |  | 19.6% | 316 |
| Real Estate Service Businesses |  | 6.9% | 112 |
| Recreation Related Businesses |  | 11.5% | 185 |
| Restaurant / Bar / Lounge |  | 46.2% | 745 |
| Senior Related Businesses |  | 11.4% | 184 |
| Specialty Food and Drink |  | 23.5% | 380 |
| General Retail - Children's Clothing Store |  | 6.1% | 98 |
| General Retail - Clothing Accessory Store |  | 13.6% | 219 |
| General Retail - Computer Store |  | 13.9% | 224 |
| General Retail - Farming and Agriculture Business |  | 4.5% | 73 |
| General Retail - Furniture Store |  | 13.9% | 224 |
| General Retail - Hardware Store |  | 21.3% | 343 |

| Value | | Percent | Responses |
|---|--|---------|-----------|
| General Retail - Home Entertainment Store |  | 6.6% | 107 |
| General Retail - Jewelry Store |  | 5.5% | 89 |
| General Retail - Major Appliance Store |  | 12.5% | 201 |
| General Retail - Men's Clothing Store |  | 14.3% | 230 |
| General Retail - Mobile Phone Store |  | 8.6% | 139 |
| General Retail - Shoe Store |  | 18.3% | 295 |
| General Retail - Women's Clothing Store |  | 23.2% | 375 |
| None of the above / Does not apply |  | 11.3% | 182 |
| Motorsport Businesses |  | 2.9% | 47 |

108. Are you considering a change or new employment in the NEXT 3 MONTHS?












| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 10.4% | 168 |
| No |  | 89.6% | 1,446 |
| | | | Total: 1,614 |

109. Which of the following employment related activities do you or the members of your household plan to do over the NEXT 3 MONTHS? (Check all that apply.)




















| Value | | Percent | Responses |
|--|---|---------|-----------|
| Get a New Full Time Job |  | 7.1% | 114 |
| Get a New Part Time Job |  | 7.3% | 118 |
| Get a Temporary or Seasonal Job |  | 6.2% | 100 |
| Use an Employment or Temporary Employment Agency |  | 2.5% | 40 |
| Use a Career Counselor |  | 0.6% | 10 |
| Get a Second (or Third) Job |  | 3.8% | 61 |
| Get First Job after High School |  | 0.6% | 10 |
| Get First Job after College |  | 1.1% | 18 |
| Apply for Unemployment Benefits |  | 10.8% | 174 |
| None of the above / Does not apply |  | 78.4% | 1,265 |

110. If you are looking to find a new job, get a second job, etc. in the NEXT 3 MONTHS, what are the primary fields you will be looking at employment in? (Check all that apply.)








| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Retail | | 3.0% | 49 |
| Admin & Clerical | | 4.0% | 65 |
| Health Care | | 3.5% | 57 |
| Customer Service | | 4.8% | 77 |
| Management | | 3.9% | 63 |
| Education | | 5.9% | 95 |
| NonProfit | | 3.7% | 60 |
| Government | | 3.5% | 56 |
| None of the above / Does not apply | | 77.4% | 1,249 |
| Agriculture | | 1.1% | 18 |
| Automotive | | 0.6% | 10 |
| Warehouse | | 1.5% | 25 |
| Construction | | 1.8% | 29 |
| Accounting | | 1.5% | 25 |
| Hotel - Hospitality | | 2.0% | 32 |
| Manufacturing | | 1.2% | 20 |
| Entry Level (New Graduate) | | 1.2% | 20 |
| Grocery | | 2.7% | 43 |
| Banking & Finance | | 1.5% | 25 |
| Child Care | | 0.9% | 14 |
| Real Estate | | 1.1% | 17 |

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Insurance |  | 0.7% | 11 |
| Legal |  | 1.1% | 17 |
| Media |  | 2.4% | 39 |
| Installation - Maintenance - Repair |  | 0.6% | 9 |
| Restaurant - Food Services |  | 2.1% | 34 |
| Executive Level |  | 1.8% | 29 |
| Engineering |  | 1.0% | 16 |
| Sales & Marketing |  | 2.7% | 43 |
| Information Technology |  | 2.4% | 39 |
| Skilled Labor - Trades |  | 1.6% | 26 |
| Transportation |  | 1.0% | 16 |







111. If you were to look for a new job in the NEXT 3 MONTHS, where would you go look to find local job listings? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Local Business Site |  | 20.0% | 322 |
| Local Agency Site |  | 12.0% | 193 |
| Craigslist |  | 10.0% | 161 |
| Facebook |  | 5.1% | 83 |
| Indeed.com |  | 21.3% | 343 |
| LinkedIn |  | 20.8% | 335 |
| Monster.com |  | 10.7% | 173 |
| CareerBuilder |  | 7.7% | 125 |
| GlassDoor |  | 7.9% | 128 |
| SimplyHired.com |  | 2.7% | 44 |
| AOL Jobs |  | 0.9% | 14 |
| SnagAJob.com |  | 0.8% | 13 |
| Dice.com |  | 1.1% | 18 |
| USAjobs.gov |  | 7.7% | 125 |
| USAjobs.org |  | 3.4% | 55 |
| ZipRecruiter |  | 7.1% | 115 |
| JobDiagnosis |  | 0.4% | 6 |
| TheLadders |  | 1.8% | 29 |
| None of the above / Does not apply |  | 58.9% | 950 |

112. Have you or the members of your household purchased something from any of the following sources in the PAST 90 DAYS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Coupon book |  | 16.7% | 269 |
| Yellow Pages directory |  | 2.1% | 34 |
| Direct mail flyer |  | 15.8% | 255 |
| Deal program/offer |  | 11.0% | 178 |
| Facebook business page offer |  | 8.5% | 137 |
| Billboard advertising |  | 2.2% | 36 |
| None of the above / Does not apply |  | 67.3% | 1,087 |

113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?



| Value | | Percent | Responses |
|--|---|---------|-----------|
| Read ads and keep them - using three or more |  | 3.9% | 63 |
| Read ads and keep them - using one or two |  | 35.8% | 578 |
| Read ads and keep them - without using any |  | 3.9% | 63 |
| Read ads but throw away without using any |  | 23.5% | 379 |
| Throw ads away unread |  | 30.1% | 486 |
| Do not receive direct mail or advertisements at home or PO Box |  | 2.8% | 45 |

Total: 1,614

114. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)



| | Local radio | Local TV | Local newspaper or print publication | Direct mail flyer | Candidate website | Other | Not applicable | Responses |
|-----------------------------------|-------------|--------------|--------------------------------------|-------------------|-------------------|--------------|----------------|-----------|
| Local election Count Row % | 79 4.9% | 118 7.3% | 924 57.2% | 53 3.3% | 141 8.7% | 230 14.3% | 69 4.3% | 1,614 |
| County election Count Row % | 63 3.9% | 117 7.2% | 949 58.8% | 57 3.5% | 133 8.2% | 222 13.8% | 73 4.5% | 1,614 |
| State election Count Row % | 57 3.5% | 161 10.0% | 857 53.1% | 49 3.0% | 145 9.0% | 279 17.3% | 66 4.1% | 1,614 |
| Total Total Responses | | | | | | | | 1614 |

115. Did you vote in the last local / county / state election?




| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 95.1% | 1,535 |
| No |  | 4.9% | 79 |

Total: 1,614























116. Did you vote in the last presidential election?

| Value | | Percent | Responses |
|-------|---|---------|---------------------|
| Yes |  | 97.4% | 1,572 |
| No |  | 2.6% | 42 |
| | | | Total: 1,614 |




117. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

| Value | | Percent | Responses |
|----------------|---|---------|---------------------|
| Yes |  | 23.1% | 373 |
| No |  | 37.9% | 612 |
| Does not apply |  | 39.0% | 629 |
| | | | Total: 1,614 |

118. Which of the following categories does your business fall into?

| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Arts and Entertainment |  | 8.8% | 33 |
| Business Consulting |  | 7.7% | 29 |
| Education |  | 8.5% | 32 |
| Financial Services |  | 4.5% | 17 |
| Health and Medical |  | 8.8% | 33 |
| Home Service Businesses |  | 3.5% | 13 |
| Local Services |  | 3.5% | 13 |
| Real Estate |  | 8.5% | 32 |
| Other |  | 26.7% | 100 |
| Apparel and Accessories |  | 0.8% | 3 |
| Automotive |  | 1.3% | 5 |
| Beauty and Spa |  | 0.5% | 2 |
| Child Related Businesses |  | 0.5% | 2 |
| Event Planning and Services |  | 0.8% | 3 |
| Family Activity |  | 0.5% | 2 |
| Fitness Businesses or Providers |  | 0.3% | 1 |
| General Retail |  | 1.9% | 7 |
| Grocery and Specialty Food/Drink |  | 1.9% | 7 |
| Home and Garden |  | 2.4% | 9 |
| Hotel and Travel |  | 1.9% | 7 |
| Nightlife |  | 0.3% | 1 |
| Pet / Animal |  | 1.9% | 7 |






















Total: 375

| Value | | Percent | Responses |
|---------------------------|---|---------|-------------------|
| Recreation |  | 2.1% | 8 |
| Restaurant / Bar / Lounge |  | 1.9% | 7 |
| Sales Training |  | 0.5% | 2 |
| | | | Total: 375 |

119. Which of the following are you interested in doing in the NEXT 3 MONTHS to drive your business? (Check all that apply.)










| Value | | Percent | Responses |
|--|--|---------|-----------|
| Have an ongoing digital marketing campaign | | 15.3% | 57 |
| Use social media for promoting business | | 23.9% | 89 |
| Website optimized for mobile (responsive) | | 11.3% | 42 |
| Ongoing search optimization (SEO, SEM) | | 7.2% | 27 |
| Banner ads | | 7.2% | 27 |
| Cost-per-click ads (CPC, PPC) | | 4.3% | 16 |
| Cost-per-mille ads (CPM) | | 1.3% | 5 |
| Programmatic ads | | 1.9% | 7 |
| Retargeting ads | | 3.2% | 12 |
| Video ads | | 5.9% | 22 |
| Google ads (Adwords) | | 7.2% | 27 |
| Facebook ads | | 15.8% | 59 |
| Sponsored content | | 3.5% | 13 |
| Email advertising | | 15.0% | 56 |
| Site analytics | | 6.7% | 25 |
| Use a Digital Agency | | 3.5% | 13 |
| Digital ads through newspaper | | 6.2% | 23 |
| None of the above/Does not apply | | 56.8% | 212 |

120. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to GET NEW or CHANGE PROVIDER in the NEXT 3 MONTHS? (Check all that apply.)












| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Business Accounting or CPA |  | 4.8% | 18 |
| Business Advertising |  | 5.4% | 20 |
| Business Marketing Services |  | 3.5% | 13 |
| Business Printing Services |  | 3.5% | 13 |
| Business Realty Services |  | 3.5% | 13 |
| Business Online Meetings |  | 4.6% | 17 |
| None of the above / Does not apply |  | 81.5% | 304 |
| Business Financial Consulting |  | 1.6% | 6 |
| Business Bottled Water Delivery |  | 0.8% | 3 |
| Business Advisory Services |  | 2.4% | 9 |
| Business Cellular Phone Service |  | 2.7% | 10 |
| Business Computer Consulting |  | 1.9% | 7 |
| Business Construction Contractor |  | 1.3% | 5 |
| Business Employment Agency |  | 1.3% | 5 |
| Business Internet Service Provider |  | 2.9% | 11 |
| Business Legal Services or Attorney |  | 1.6% | 6 |
| Business Meetings or Conventions |  | 2.7% | 10 |
| Business Moving or Storage |  | 1.1% | 4 |
| Business Payroll Services |  | 1.9% | 7 |
| Business Recruitment |  | 1.3% | 5 |
| Business Security Services |  | 1.1% | 4 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Business Sign Company Services | | 1.9% | 7 |
| Business Staffing or Temp Services | | 1.1% | 4 |
| Selling Small Business | | 1.3% | 5 |
| Business Bankruptcy | | 1.1% | 4 |
| Business Travel Agency | | 0.8% | 3 |
| Business General Broadcast Media Service | | 1.1% | 4 |
| Business Television Media Service | | 1.1% | 4 |









121. Which of the following business real estate plans does your company have planned in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Rent New Office |  | 2.4% | 9 |
| Buy New Office |  | 1.3% | 5 |
| Add New Locations |  | 2.4% | 9 |
| Renovate Existing Facilities |  | 5.4% | 20 |
| Construct New Facilities |  | 2.7% | 10 |
| Buy or Rent Industrial Space |  | 1.6% | 6 |
| Buy or Rent Warehouse space |  | 1.6% | 6 |
| Install New Commercial Carpeting |  | 0.8% | 3 |
| None of the above / Does not apply |  | 89.0% | 332 |








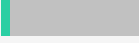



122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Purchase New Business Automobiles |  | 1.6% | 6 |
| Purchase Used Business Automobiles |  | 2.1% | 8 |
| Purchase New Business Trucks |  | 1.3% | 5 |
| Purchase Used Business Trucks |  | 1.6% | 6 |
| Lease New Business Automobiles |  | 1.9% | 7 |
| Lease New Business Trucks |  | 1.3% | 5 |
| Purchase New Business Delivery Vehicles |  | 0.8% | 3 |
| Purchase Used Business Delivery Vehicles |  | 0.8% | 3 |
| Purchase New Heavy Duty or Commercial Business Trucks |  | 1.9% | 7 |
| Purchase Used Heavy Duty or Commercial Business Trucks |  | 1.6% | 6 |
| None of the above / Does not apply |  | 93.0% | 347 |

123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Business Insurance |  | 3.8% | 14 |
| Business Health Insurance |  | 2.7% | 10 |
| Business Dental Insurance |  | 1.3% | 5 |
| Business 401K or Retirement Program |  | 2.9% | 11 |
| Business "Key Man" Insurance |  | 1.9% | 7 |
| Business Property Insurance |  | 2.1% | 8 |
| Business Commercial Insurance |  | 1.9% | 7 |
| None of the above / Does not apply |  | 93.0% | 347 |






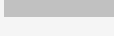
124. Which age brackets do you fall into?

| Value | | Percent | Responses |
|-------------|---|---------|-----------|
| 18 - 19 |  | 0.1% | 1 |
| 20 - 24 |  | 0.6% | 9 |
| 25 - 30 |  | 1.0% | 16 |
| 31 - 34 |  | 1.4% | 22 |
| 35 - 40 |  | 3.5% | 57 |
| 41 - 45 |  | 3.5% | 57 |
| 46 - 49 |  | 3.4% | 55 |
| 50 - 54 |  | 7.0% | 113 |
| 55 - 60 |  | 13.1% | 211 |
| 61 - 69 |  | 32.9% | 531 |
| 70 or older |  | 33.6% | 542 |

Total: 1,614








Avg 64

125. What type of area do you live in? (check one only)

| Value | | Percent | Responses |
|---------------------|---|---------|-----------|
| Metro / Urban |  | 27.6% | 446 |
| Small/Mid-Size Town |  | 29.9% | 483 |
| Suburban |  | 26.3% | 425 |
| Rural |  | 13.4% | 216 |
| Vacation community |  | 1.9% | 31 |
| Other |  | 0.8% | 13 |

Total: 1,614








126. What is the highest level of education attained by any member of your household?

| Value | | Percent | Responses |
|---|--|---------|---------------------|
| Grade School (8th Grade or Less) |  | 0.1% | 1 |
| High School Graduate (12th grade) |  | 2.9% | 47 |
| Vocational or Technical Training |  | 2.3% | 37 |
| Some College |  | 13.3% | 215 |
| College Graduate |  | 26.8% | 432 |
| Some Post-Graduate Study (No Advanced Degree) |  | 11.9% | 192 |
| Post-Graduate Degree |  | 42.8% | 690 |
| | | | Total: 1,614 |

127. Approximately, what was your total household income before taxes in the past year?

| Value | | Percent | Responses |
|-----------------------|--|---------|----------------------|
| Under \$20,000 | | 4.0% | 62 |
| \$20,000 - \$24,999 | | 2.5% | 38 |
| \$25,000 - \$29,999 | | 2.7% | 41 |
| \$30,000 - \$34,999 | | 3.2% | 49 |
| \$35,000 - \$39,999 | | 2.9% | 44 |
| \$40,000 - \$44,999 | | 3.5% | 54 |
| \$45,000 - \$49,999 | | 4.4% | 67 |
| \$50,000 - \$74,999 | | 18.0% | 275 |
| \$75,000 - \$99,999 | | 19.0% | 291 |
| \$100,000 - \$124,999 | | 12.9% | 198 |
| \$125,000 - \$149,999 | | 9.7% | 149 |
| \$150,000 - \$200,000 | | 8.6% | 131 |
| Over \$200,000 | | 8.6% | 132 |
| | | | Total: 1,531 |
| | | | Avg \$101,569 |

128. Which of the following would you classify yourself as?


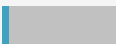



| Value | | Percent | Responses |
|--|---|---------|---------------------|
| American Indian, Eskimo or Alaska native |  | 0.4% | 6 |
| Black or African-American |  | 1.9% | 30 |
| Asian |  | 1.4% | 22 |
| White or Caucasian |  | 85.7% | 1,384 |
| Hispanic |  | 2.0% | 33 |
| Other |  | 1.7% | 28 |
| Prefer not to answer |  | 6.9% | 111 |
| | | | Total: 1,614 |

129. Are you...





| Value | | Percent | Responses |
|---------------------------------|--|---------|-----------|
| Male | | 39.0% | 630 |
| Female | | 56.6% | 914 |
| Transgender Male | | 0.1% | 1 |
| Transgender Female | | 0.1% | 1 |
| Gender Variant / Non-conforming | | 0.4% | 7 |
| Other | | 0.2% | 3 |
| Prefer not to answer | | 3.6% | 58 |

Total: 1,614

130. Which of the following best describe your primary residence?


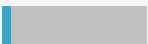



| Value | Percent | Responses |
|--|---------|---------------------|
| Single Family Home  | 83.0% | 1,339 |
| Apartment  | 7.4% | 120 |
| Condominium  | 6.0% | 97 |
| Mobile Home  | 1.4% | 23 |
| Other  | 2.2% | 35 |
| | | Total: 1,614 |

131. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?

| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Owned |  | 85.4% | 1,378 |
| Rented |  | 11.8% | 191 |
| Occupied Without Payment of Rent |  | 1.2% | 20 |
| Other |  | 1.5% | 25 |

Total: 1,614

132. How many children under the age of 18 live in your household?

| Value | | Percent | Responses |
|-----------|---|---------|---------------------|
| None |  | 87.1% | 1,406 |
| 1 |  | 6.4% | 103 |
| 2 |  | 5.1% | 82 |
| 3 |  | 0.9% | 15 |
| 4 or more |  | 0.5% | 8 |
| | | | Total: 1,614 |